

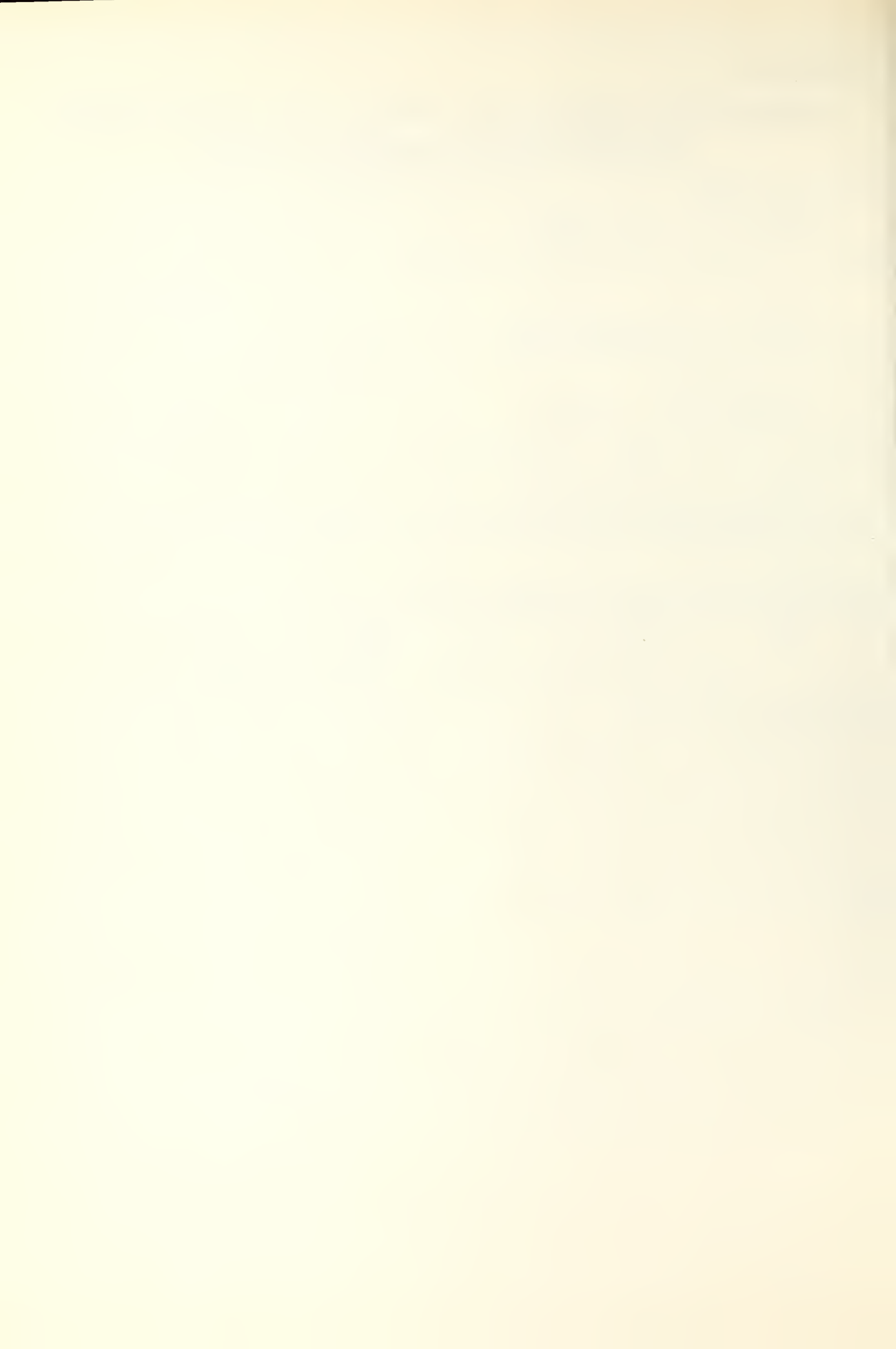






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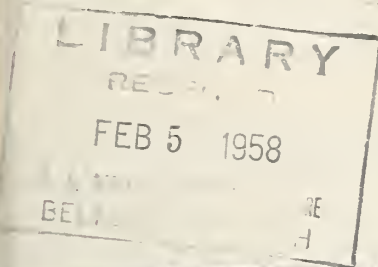
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# LAMB AVAILABILITY and Merchandising in RETAIL STORES



MARKETING  
RESEARCH  
REPORT No. 207

U. S. DEPARTMENT OF AGRICULTURE  
Agricultural Marketing Service  
Washington, D. C.

## PREFACE

This study of the availability of lamb in retail stores is a part of a broad program of research to help increase sales of food and reduce the costs of marketing farm products. The information concerning potential outlets for lamb as well as that on retailing lamb according to region, size of city, and kind of store, should be of help to management in planning more effective merchandising practices.

Appreciation is expressed to the many retail food organizations which furnished the basic data and to the Bureau of the Census which collected and tabulated these data for this study. Special acknowledgment is made to James W. Turbitt, former chief, Current Statistics Branch, Business Division, Bureau of the Census, and Sol D. Helfand of that Branch.

Earl E. Houseman, chief statistical officer, Agricultural Marketing Service, U. S. Department of Agriculture, and Ralph S. Woodruff, chief, Statistical Methods Branch, Business Division, Bureau of the Census, developed the sample design.

This study was made under the direction of George H. Goldsborough.

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January 1958



## LAMB AVAILABILITY AND MERCHANDISING IN RETAIL STORES

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### SUMMARY

An overall picture of lamb availability in the Nation's retail food stores during one week in October 1955 has been determined through a national survey. The survey provides comparisons of important elements in the retailing of lamb by regions; by size of city; and by kind, size, and management of stores.

The findings from this study indicate that many potential retail outlets for lamb do not handle the product. Lamb was available in only 39 percent of the retail stores handling fresh red meats across the Nation. Regionally, availability showed great variations. In the Northeast, 73 percent of the stores selling fresh red meats carried lamb; in the West 54 percent; in the North Central region 33 percent; and in the South 17 percent.

There was a direct relationship between the availability of lamb at retail and population density. Retail stores in large cities were much more likely to have lamb available than stores in medium and smaller size cities and towns. In the large cities, 66 percent of the retail stores selling fresh red meats sold lamb; in medium size cities, 44 percent sold lamb. In small cities, towns, and rural areas less than 20 percent of the stores selling fresh red meats sold lamb. In the West, in contrast to other regions, lamb distributors had obtained as much cooperation among the retailers in stocking the product in the small cities as in the medium size cities.

Meat markets were more likely to have lamb available for sale than any other kind of store.

Chain stores were much more likely to stock lamb than independent stores. Ninety percent of the chain stores selling fresh red meat sold lamb in contrast to 35 percent for independent stores.

The availability of lamb in stores selling fresh red meats increased as the size of store increased. Of the smallest stores surveyed (those with annual sales of less than \$50,000) only 23 percent sold lamb. This compares with 38 percent for stores with sales of \$50,000-\$99,999, 60 percent for stores with \$100,000-\$499,999, and more than 90 percent for stores with annual sales of \$500,000 and over. Small and medium size stores were much greater in number than large stores.

Almost 90 percent of the stores selling lamb sold it the year round. Highest availability occurred during the last 3 months of the calendar year, and lowest availability during June, July, and August.

Lamb was available for sale every day of the week (Sundays excluded) in only three-fourths of the stores selling the product. For successive days of the week, beginning with Monday, lamb became available in a larger number of stores. On Saturday, 95 percent of the stores selling lamb normally carried the item on display or in the cold storage room.

Of the stores selling lamb, over half received deliveries in the form of whole carcasses, 38 percent hind saddles, 23 percent fore saddles, and 10 percent sides. Forty-one percent received deliveries of "other cuts" including mainly legs, shoulders, and loins. Of the stores receiving "other cuts," 60 percent received legs, 45 percent the shoulder cut, and 33 percent loins.

Over half of the stores selling lamb reported difficulty in selling certain cuts, principally breast, flank, and neck. Store size and type of management were associated with various degrees of difficulty in selling some cuts of lamb. About 60 percent of the stores with annual sales under \$500,000, and 60 percent of the independent stores, experienced difficulty in selling certain cuts of lamb. In contrast, only about 40 percent of the large stores and of the chain stores reported difficulty in selling some cuts. In large cities, 53 percent of the retailers reported difficulty in selling some cuts of lamb compared with about 60 percent in the medium size cities and small cities, towns, and rural areas.

More than half of the stores selling lamb sold part of the less preferred cuts in the form of stew meats, 34 percent as lamb patties, 16 percent as meat scraps, 13 percent as dog food, and 5 percent in miscellaneous uses. A higher proportion of large stores as well as chain stores sold less preferred cuts as stew meats and lamb patties than smaller and independent stores. Lamb sold as stew meat or patties generally brings a higher price per pound than lamb sold for scraps or dog food.

Beef accounted for 42 percent of the total volume of meat and poultry purchased by retail stores in the United States during the week for which data were collected. In contrast, lamb accounted for only 3 percent. Pork constituted 28 percent of all meat purchases (15 percent in fresh form and 13 percent as cured pork), poultry 12 percent, processed meats 9 percent, and veal 6 percent.

Lamb was more unevenly distributed among the 4 regions than any other kind of red meat or poultry. Fifty-three percent went to stores in the Northeast, 19 percent in the West, 16 percent in the North Central region, and 12 percent in the South. These data for a one-week period follow the wholesale distribution pattern found for the year 1954.

Retail stores located in large cities bought a larger percentage of meat as lamb than stores in small cities; and meat markets purchased a larger proportion of their meat as lamb than grocery stores or miscellaneous stores.

Of the stores selling lamb or mutton, 93 percent sold lamb only, 5 percent sold both lamb and mutton, and 2 percent sold mutton only. More than two-thirds of the stores selling mutton only were located in the South. In addition, most of the stores selling mutton only were small independent grocery stores selling fresh red meats, located in small cities, towns, and rural areas.



## INTRODUCTION

This study was designed to provide information to sheep producers, meat packers, wholesale distributors, and retailers for use in planning improved merchandising, promotion, and advertising programs for lamb. In 1955, lamb comprised less than 3 percent of the 26 $\frac{1}{2}$  billion pounds of meat (not including poultry and fish) consumed in this country. The quantity of lamb eaten was less than one-tenth the volume consumed of either beef or pork. Per capita consumption of lamb in 1955 was 4.6 pounds, down from 7.2 pounds in 1945--the highest in recent years.

An essential part of a market expansion program for a specific commodity is to insure maximum opportunity for consumers to purchase the item. The results of this study show the retail availability of lamb by region, by size of city, and by kind, size, and management of store; when lamb is available; and how much lamb compared with other kinds of meats is available. The research also sheds light on retail merchandising and buying practices for lamb.

## METHODOLOGY

The national survey on which this study is based was conducted by the Bureau of the Census for the U. S. Department of Agriculture, during the last week in October 1955. Using a probability sample of about 6,000 retail establishments most likely to handle fresh meats, retailers were asked by mailed questionnaire to report the availability of lamb in their stores, pounds of various kinds of meat purchased in the week prior to the survey week, and information regarding certain lamb merchandising and buying practices employed. The questionnaire used in the study is included as figure 13 in the appendix. The national sample was of such magnitude that estimates could be made for the standard 4 regions used by the Bureau of the Census: the Northeast, North Central, South, and West. The States contained in each region are shown in figure 1, page 6.

Retail food stores in the sample were selected from a universe containing the following kinds of business as defined by the Bureau of the Census: (1) Groceries with fresh meat, (2) meat markets, (3) fish markets, (4) delicatessens, (5) other food stores, and (6) general stores. <sup>1/</sup> Among retail food establishments excluded from the sample were: Grocery stores without fresh meat; fruit and vegetable stores; candy, nut, and confectionery stores; dairy products stores; milk stores; bakery products stores; and egg and poultry stores. These

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<sup>1/</sup> In classifying retail stores by kind of business, the Bureau of the Census uses the definitions contained in the Standard Industrial Classification Manual issued by the Bureau of the Budget for the use of all Federal governmental agencies. This Manual was established in consultation with representatives of trade organizations, market research groups, statistical organizations, and others. In general, retail stores in a particular kind of business sell the same or related commodities.

kinds of business were excluded on the basis of data collected in the 1948 Census of Business which showed that they handled little or no fresh meat. Retail establishments selling frozen meats only were also excluded since practically no lamb was sold in frozen form at the time of the study.

The stores in the survey were drawn as a subsample from the sample the Bureau of the Census uses for its Monthly Trade Report, which is described briefly below.

#### Census Monthly Retail Trade Sample

Group I Stores: Group I stores include all firms which in the 1948 Census were operating 1 to 10 retail stores. The Census subdivides them into those operating 1 to 3 and those operating 4 to 10.

The sample for Group I stores is confined to Census Sample areas each of which is a primary sampling unit comprised of a single county or a combination of counties. Prior to the selection of the sample the primary sampling units were grouped into 230 strata comprising the entire United States. From each stratum, one primary unit was selected as a sample.

Within these 230 primary sampling units, the sample for Group I stores was selected in two ways:

Group A. All stores with sales above a specified dollar volume in 1948 were selected.

Group B. All other Group I stores in the sample areas are represented by stores located in a subsample of land segments within the primary sampling unit. These land segments were selected with known probability and designated in 12 panels so that, in general, a different group of land segments is personally enumerated each month of the year. Certain of the larger stores located in these sampled land segments are enumerated by mail each month.

The result of this stratification and subsampling is that the stores in Group A are selected with probability equal to the probability of selection of the primary sampling unit and the stores in Group B are selected with a probability of 1 in 200. (The larger stores in the subsampled land segments are selected with probability of 1 in 16.67).

Group II Stores: Group II stores include all organizations which, in the 1948 Census of Business, were reported as operating 11 or more retail establishments. These firms were all included in the sample.

#### Lamb Survey Subsample

The lamb survey subsample of approximately 6,000 establishments was selected from those establishments in the Monthly Retail Trade Sample in the specified kinds of business in the following manner:



From the Group I stores, approximately 4,800 establishments were selected. Approximately 3,600 of these were obtained by selecting all establishments enumerated in the land segments for the report months of November and December 1954, and January 1955. The remaining included all Group B establishments, about 150 and about 1,050 Group A establishments selected with probabilities proportionate to their weighted sales size.

From the Group II establishments, 1,200 establishments were selected by first choosing the organization with probability proportionate to sales size and then selecting individual establishments within the organization with equal probability.

Of the retail establishments in the sample, more than 300 were found to be out of business or outside the scope of the study, or their questionnaires were returned as undeliverable by the post office, reducing the number pertinent to this study to 5,634. Of this number 5,203 returned completed questionnaires for a response rate of 92.4 percent for those in business and within scope of the study. Three "follow-ups" were used to obtain this high response rate. The first two were by letter and the third by telephone.

Imputations were made for those nonrespondents who were out of business by the time of the survey or who failed to report. This was accomplished by multiplying the weighted data obtained from respondents in each cell by the ratio of the weighted total establishments in the cell to the weighted total of responding establishments.

For purposes of analysis, retail food stores surveyed were segregated into categories based on kind of business, size of store, type of management (chain or independent), and population density of the area in which located. The three population density categories used were: (a) Twenty-one largest metropolitan areas (large cities), (b) other counties and metropolitan areas over 100,000 (medium size cities), and (c) other counties and rural areas (small cities, towns, and rural areas). The 1950 census of population was used as a basis for making these classifications. Kinds of business classifications used were grocery stores with fresh meat, meat markets, and miscellaneous stores. Miscellaneous stores included general stores, fish markets, delicatessen stores and "other food stores" not elsewhere classified. To determine the effect of size, retail food stores surveyed were divided into 5 size groups based on annual dollar volume of sales in 1954. The categories used were: (a) Over \$1,000,000, (b) \$500,000-\$999,999, (c) \$100,000-\$499,999, (d) \$50,000-\$99,999, and (e) under \$50,000. In certain instances in the presentation following, categories were combined to form large, medium, and small store-size groups. Large stores contained categories (a) and (b); category (c) made up the medium size store group; and small stores contained categories (d) and (e). Organizations operating 4 or more stores were classified as chains and those operating less than 4 stores as independents.

Since all data presented in this report are based on a sample, they are subject to sampling error. Table 1 in the appendix furnishes a basis for roughly approximating the sampling error for those estimates for which no direct computation of sampling error has been made. The sampling errors for some key items have been computed and are presented in table 2 in the appendix.



## LAMB AVAILABILITY IN RETAIL STORES

### Lamb Availability by Store Location and Characteristics

There were about 400,000 retail stores selling food in the United States in 1955. In this study, however, attention was directed toward only those stores selling fresh red meats, numbering about 232,800, since these stores are the most likely potential retail outlets for lamb. From the survey results it is estimated that in 1955 the regional distribution of the stores selling fresh red meats was as follows: Northeast, 25 percent; North Central, 29 percent; South, 36 percent; and West, 10 percent (fig. 1).

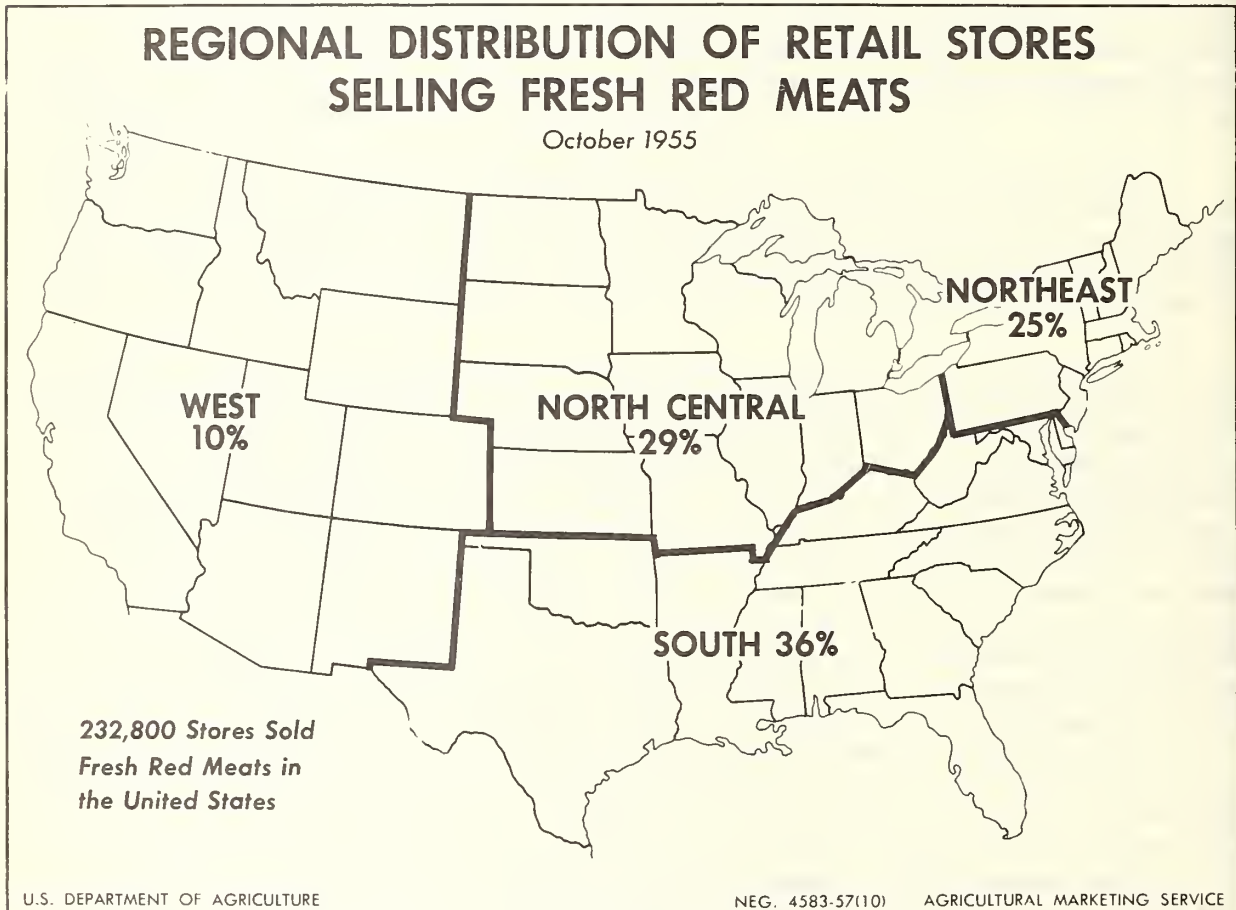


Figure 1

This study indicates that many potential retail outlets for lamb are not being utilized. Of the stores selling fresh red meat in the United States, only 39 percent or 90,500 stores offer their customers an opportunity to purchase lamb. If lamb is not available in stores it is immediately excluded from the meats the buyer may choose.

In a recent Department of Agriculture study it was found that lamb displays in stores are an important factor influencing homemakers' decisions to buy lamb. 2/

#### Availability by Regions

Regionally, retail store lamb availability showed great variations. In the Northeast, 73 percent of the stores selling fresh red meats carried lamb, in the West 54 percent, in the North Central region 33 percent, and in the South 17 percent (fig. 2 and table 3). Almost half of all retail stores selling lamb in the United States were located in the Northeast region.

#### Availability by City Size

There was a direct relationship between the availability of lamb at retail and city size. In the large cities (21 largest metropolitan areas) 66 percent of the retail stores selling fresh red meats sold lamb. In medium sized cities (other counties and metropolitan areas over 100,000 population) 44 percent sold lamb. In small cities, towns, and rural areas (other counties 100,000 population and under and rural areas) less than 20 percent of the stores selling fresh red meats sold lamb (fig. 3).

This direct relationship of lamb availability and city size was noted for each of the 4 regions as well as for the United States (table 4). Availability of lamb was highest in large cities of the Northeast and West where 81 and 75 percent, respectively, of the stores selling fresh red meats sold lamb. Lamb was least available in the small cities, towns, and rural areas in the South and North Central regions where only 11 and 16 percent, respectively, of the stores sold lamb. Availability of lamb was below the national average of 39 percent for the large and medium sized cities in the South and the medium sized cities in the North Central region.

Only in the West, in contrast to other regions, have lamb distributors obtained as much cooperation among retailers in stocking the product in the small cities as in the medium sized cities.

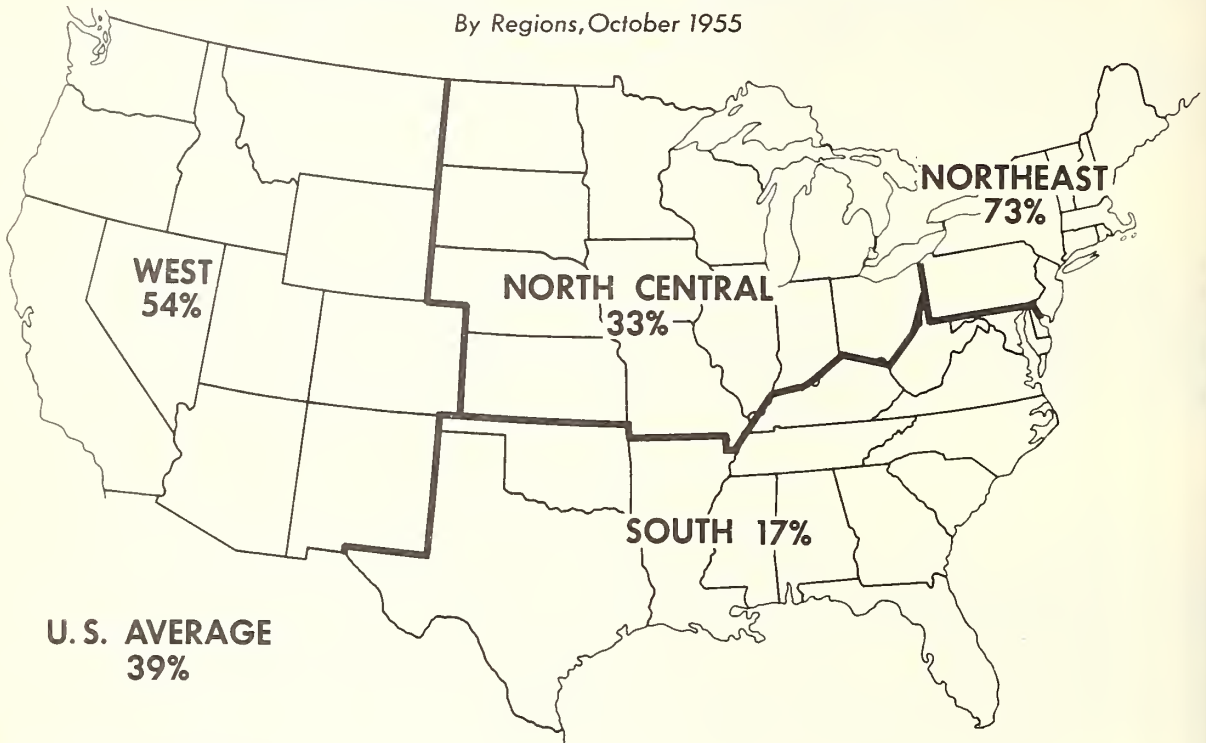
Of all the retail stores stocking lamb in the United States, almost half were located in large cities.

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2/ Levine, Daniel B. and Hunter, J. Scott. Homemakers' Preferences for Selected Cuts of Lamb in Cleveland, Ohio. Mktg. Res. Rpt. No. 113, U. S. Dept. Agr., March 1956.

## PROPORTION OF RETAIL STORES SELLING FRESH RED MEATS WHICH SOLD LAMB

By Regions, October 1955



U.S. DEPARTMENT OF AGRICULTURE

NEG. 4584-57(10)

AGRICULTURAL MARKETING SERVICE

Figure 2

### Availability by Kind of Business

The study showed that 87 percent of the meat markets handled lamb in contrast with 36 percent for grocery stores with fresh red meats and 11 percent for miscellaneous stores <sup>3/</sup> (fig. 4). However, it should be noted that grocery stores with lamb available were much larger in number than either meat markets or miscellaneous stores (table 5).

There were wide variations among regions in the proportion of grocery stores selling fresh red meats which sold lamb. In the Northeast 69 percent had lamb available for sale, in the West 52 percent, in the North Central region 30 percent, and in the South 18 percent (table 5).

<sup>3/</sup> Miscellaneous stores include general stores, fish markets, delicatessen and "other food stores" not elsewhere classified.



# AVAILABILITY OF LAMB IN RETAIL STORES SELLING FRESH RED MEATS BY SIZE OF CITY\*

U. S. and Regions, October 1955

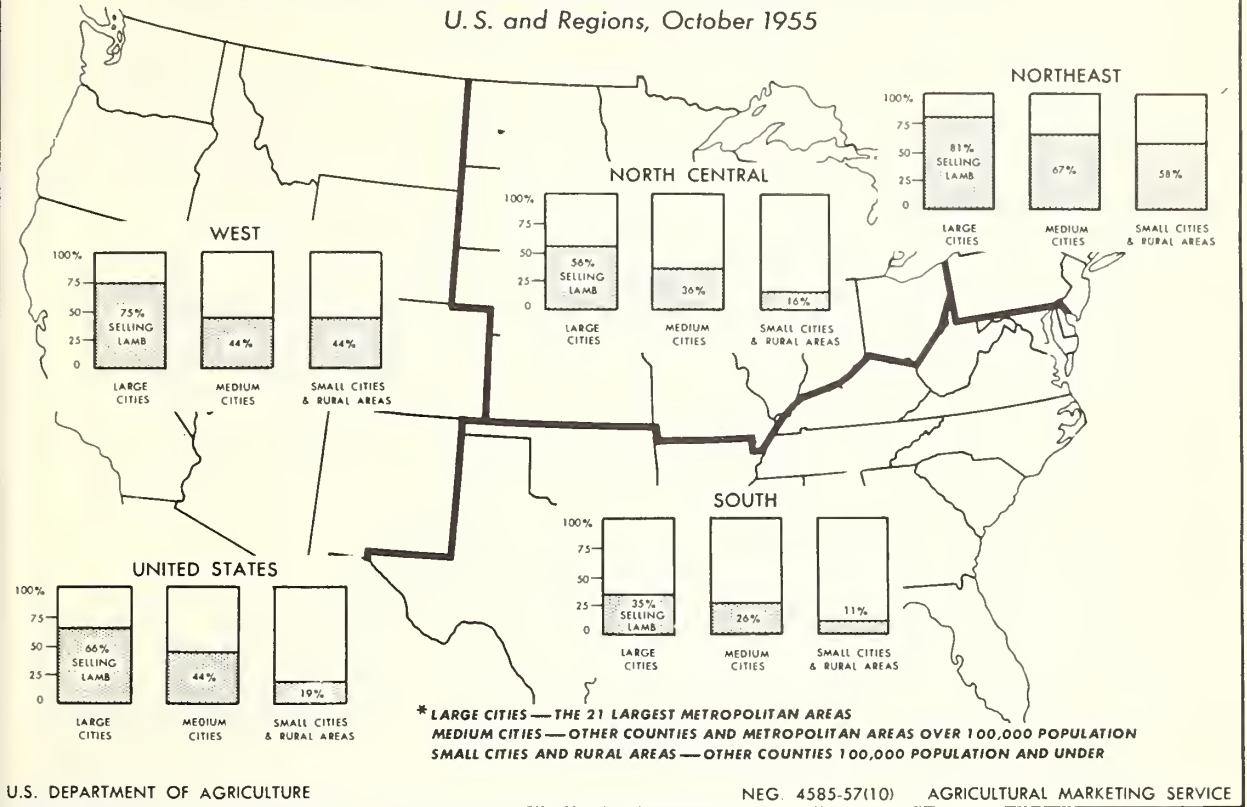


Figure 3

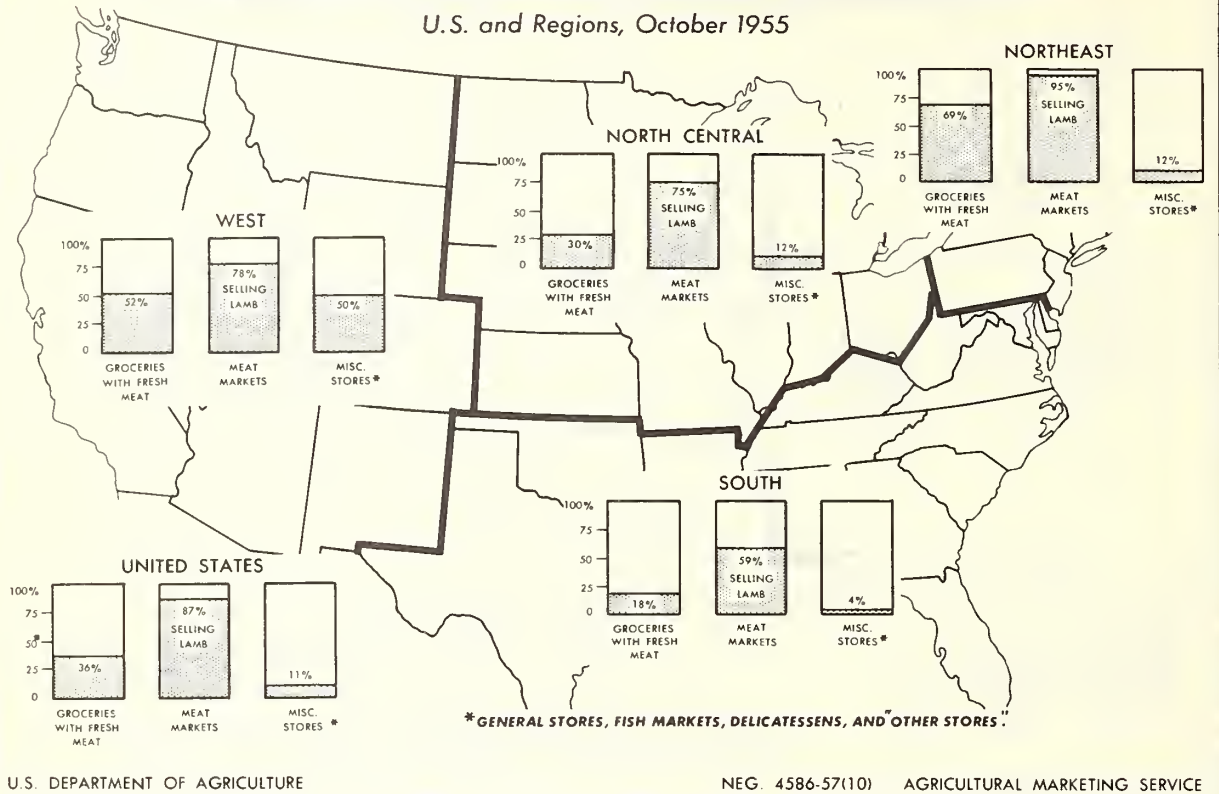
There were also wide regional differences in the proportion of meat markets which sold lamb. In the Northeast, 95 percent of the meat markets had lamb available for sale, while in the South only 59 percent sold lamb. The degree of availability in the other two regions was about halfway between these extremes.

## Availability by Size of Store

The availability of lamb in stores selling fresh red meats increases as the size of store (measured in dollar volume of annual sales) increases. Of the smallest stores surveyed, those with annual sales of less than \$50,000, only 23 percent sold lamb (fig. 5 and table 6). This compares with 38 percent for stores with sales of \$50,000-\$99,999, 60 percent for stores with sales of \$100,000-\$499,999, and more than 90 percent in stores with annual sales of \$500,000 and over.

# AVAILABILITY OF LAMB IN RETAIL STORES SELLING FRESH RED MEATS BY KIND OF BUSINESS

U.S. and Regions, October 1955



U.S. DEPARTMENT OF AGRICULTURE

NEG. 4586-57(10)

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Figure 4

This direct relationship of lamb retail availability and size of store is noted in each region as well as the United States (table 6). Availability of lamb varied widely among regions in small stores but was consistently high in large stores. The proportion of the smallest stores selling fresh red meats which handled lamb varied from 62 percent in the Northeast to 7 percent in the South, while availability in the largest stores varied only slightly from 99 percent in the Northeast to 92 percent in the South.

# AVAILABILITY OF LAMB IN RETAIL STORES SELLING FRESH RED MEATS BY SIZE OF STORE\*

U.S. and Regions, October 1955

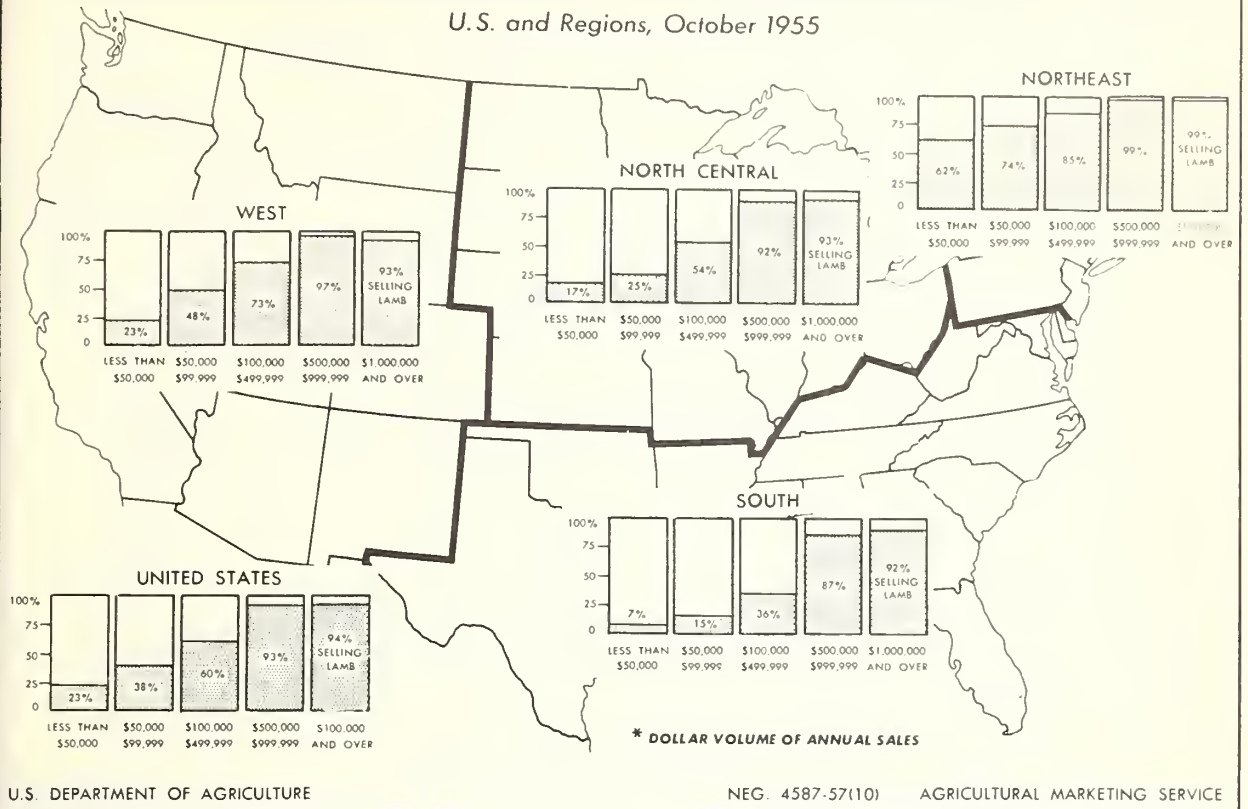


Figure 5

## Availability by Type of Store Management

The study showed that chain stores were much more likely to stock lamb than independent stores. <sup>4</sup>/ Ninety percent of the chain stores selling fresh red meat sold lamb in contrast with 35 percent for independent stores (fig.6).

In the South, stores with chain type management had a relatively low availability of lamb compared with chains in the other 3 regions (table 7). Independents, on the other hand, had low availability in all regions except the Northeast.

<sup>4</sup>/ Independents operate 3 stores or less--chains operate 4 or more.



# AVAILABILITY OF LAMB IN RETAIL STORES SELLING FRESH RED MEATS BY TYPE OF STORE MANAGEMENT\*

U. S. and Regions, October 1955

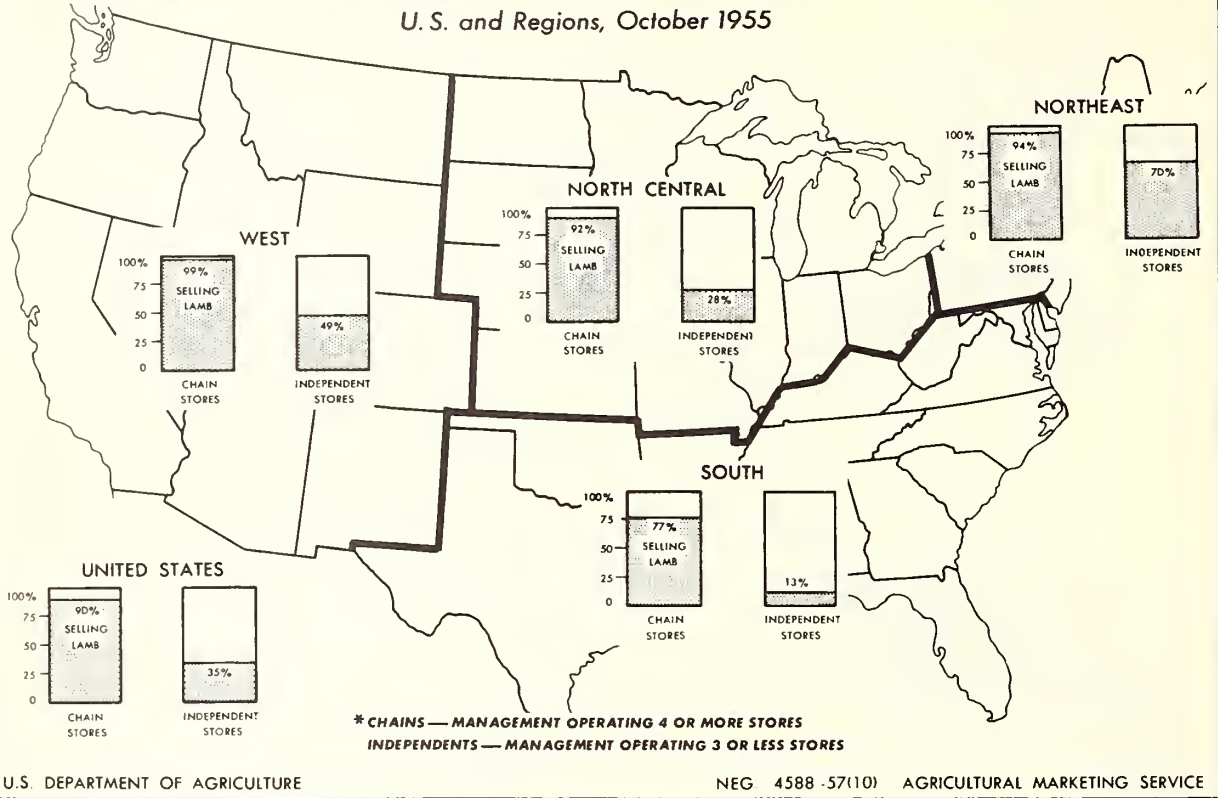


Figure 6

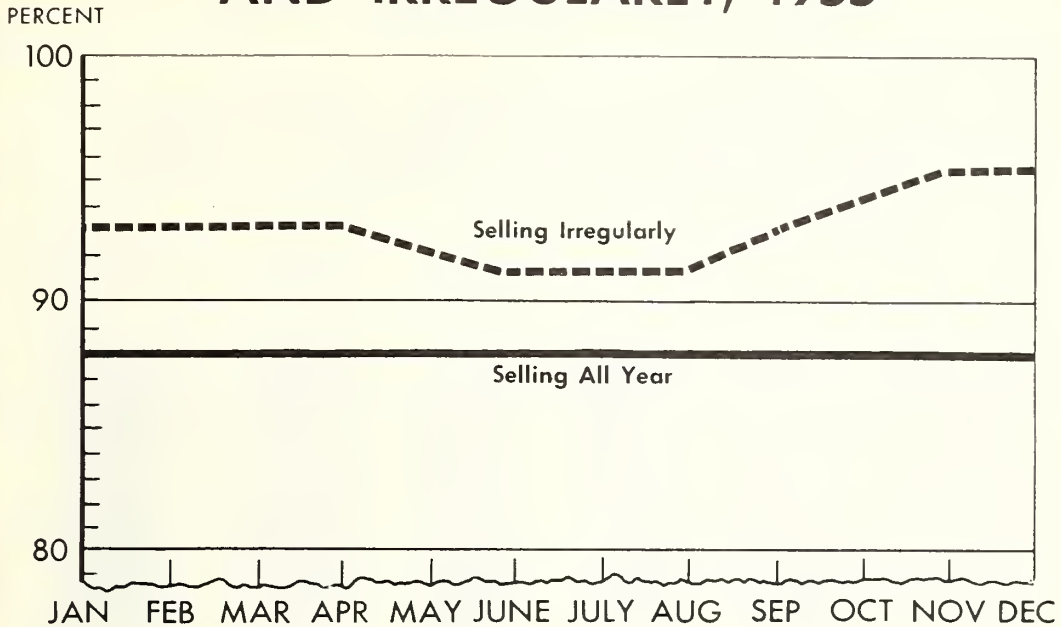
## Availability by Months of Year

Of the 90,500 retailers selling lamb in the United States during the survey period, 88 percent reported they sold lamb all year. Since such a high proportion of the stores selling lamb sold the product throughout the year, the monthly fluctuations in the number selling irregularly had little influence on the overall number of stores selling each month (fig. 7). During the months of November and December when lamb was most available in retail stores, 95 percent of all the stores selling lamb had it available for sale; while in the months of lowest retail store availability, June, July, and August, 91 percent of all stores selling lamb had it available for sale.

Among stores selling lamb a portion of the year only, there was a seasonal pattern of availability (table 8). Twice as many sold lamb in October, November, and December as during the summer months.

Percentage by Months of Year

## RETAIL STORES SELLING LAMB ALL YEAR AND IRREGULARLY, 1955



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Figure 7

The percent of stores offering lamb for sale all year in the South was slightly lower than in the other regions (table 8). The size of city appeared to have an effect on whether or not stores sold lamb all year--the proportion handling decreased from 92 percent in large cities to 78 percent in small cities, towns, and rural areas. Size of store also was associated with lamb availability the year round--98 percent of the largest stores stocked lamb all year in contrast with 85 percent of the smallest stores. Availability the year round was higher in meat markets than in grocery stores; and higher in chain than independent stores.

Practically all chain stores that sell lamb and have annual sales of \$1,000,000 or more, and are situated in large cities, were found to sell it every month of the year. In contrast, only 75 percent of independent stores that sold lamb and had annual sales under \$50,000, and were situated in small cities, towns, and rural areas, sold lamb all year.

Percentage by Days of Week

## RETAIL STORES SELLING LAMB ALL WEEK AND IRREGULARLY, 1955

PERCENT

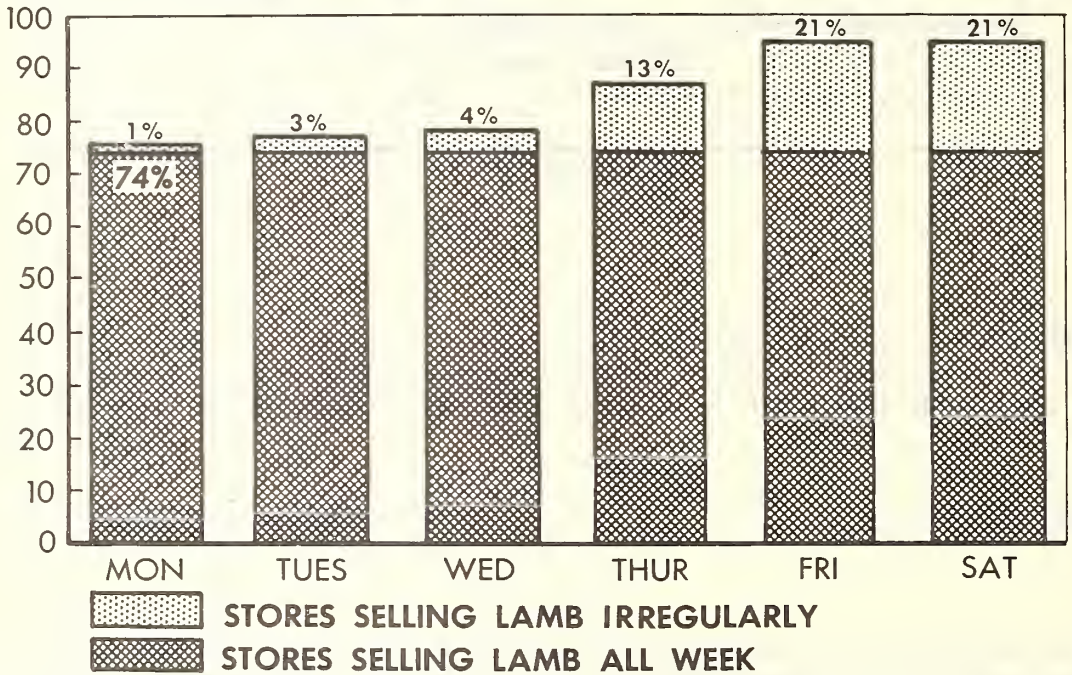


Figure 8



### Availability by Days of Week

Seventy-four percent of the stores selling lamb reported that they had lamb available every day of the week, Sunday excluded. The remainder of the stores selling lamb sold it irregularly. Beginning with Monday, each successive day of the week a larger number of stores handling lamb irregularly had lamb available for sale (fig. 8). The overall effect was that on Mondays, 75 percent of the stores which sold lamb had lamb available and by Saturday this had increased to 95 percent.

There were wide variations between regions in the proportion of stores selling lamb all week (table 9). In the West, 87 percent of the stores indicated they sold the product all week, compared with 67 percent in the South. Size of store influenced whether or not lamb was sold all week--the percentage of stores handling lamb all week decreased from 95 percent of the largest stores to 62 percent of the smallest stores. Seventy-seven percent of the stores in large cities handled lamb all week compared with 71 percent in small cities, towns, and rural areas. Availability of lamb all week in grocery stores with fresh meat, and in independent stores, was slightly below the United States average of 74 percent. However, 86 percent of the meat markets, and 93 percent of the chain stores selling lamb sold it all week.

Practically all chain stores that sold lamb, and had annual sales of \$1,000,000 or over, and were located in large cities handled the product all week. In contrast, only 56 percent of the independent stores with annual sales under \$50,000 and located in small cities, towns, and rural areas sold lamb all week.

### FORM IN WHICH LAMB IS DELIVERED TO RETAIL STORES

Retailers selling lamb reported that the product was delivered to the store in 5 major forms: (1) Whole carcass; (2) hind saddle (rear half of the carcass); (3) fore saddle (front half of the carcass); (4) side (half of the carcass split lengthwise); and (5) "other cuts." Other cuts include the smaller wholesale cuts--leg, loin, hotel rack, shoulder, rolled shoulder, breast, flank, and miscellaneous cuts.

Many stores receive lamb in more than one major form--45 percent received 2 or more major forms. Fifty-six percent received deliveries in the form of whole carcasses, 41 percent "other cuts," 38 percent hind saddles, 23 percent fore saddles, and 10 percent sides (table 10).

### Effect of Store Location and Characteristics on Major Cuts of Lamb Delivered

There were considerable differences among regions in the form in which lamb was delivered to stores (table 10). For instance, in the West, 66 percent of the stores had carcasses delivered as compared with only 46 percent in the North Central region. For "other cuts" the relationship between the 2 regions

was reversed. Forty-six percent of the stores in the North Central region had "other cuts" delivered compared with 34 percent in the West.

The size of store apparently was closely associated with the decision of store managers to procure lamb in carcass form. Only 34 percent of the stores with under \$50,000 in annual sales had carcasses delivered. With each increase in store size classification, a higher proportion of the stores had whole carcasses delivered. For stores doing over \$1,000,000 worth of business annually, 92 percent had carcasses delivered. This may be an indication that large stores are able effectively to market a wide variety of cuts. This indication is substantiated by the fact that the largest stores reported the lowest proportion of their number had difficulty in selling all of the cuts of lamb (table 12).

The location of stores with regard to city size also appeared to be a factor governing the procurement policies of retailers. The smaller the city the higher the proportion of stores buying carcasses and, in general, the lower the proportion having saddles and other wholesale cuts delivered. Perhaps suppliers in sparsely populated areas are less prone to provide retailers with the opportunity of buying a full line of cuts, especially if the supplier is a local slaughterer with limited outlets for less desirable cuts.

A higher proportion of chain stores had lamb delivered in each of the 5 major forms than did independent stores (table 10). For example, delivery of carcasses was 36 percentage points higher to chain stores than to independents.

#### Effect of Store Location and Characteristics on Other Cuts of Lamb Delivered

As indicated above, next to carcasses, "other cuts" was the form in which lamb was most frequently delivered to retail stores. Sixty percent of the retail stores which had "other cuts" of lamb delivered received legs, 45 percent shoulders, 33 percent loins, 13 percent hotel racks, 10 percent breasts, 3 percent flanks, 2 percent rolled shoulders, and 9 percent miscellaneous cuts (table 11).

The proportion of stores having different types of other cuts delivered varied among regions (table 11). For instance, in the South 71 percent of the stores having "other cuts" delivered received deliveries of legs, while in the West only 39 percent had legs delivered.

Store size and store location with regard to city size were closely associated with retail procurement practices for the leg cut. As the size of store increased the proportion of stores having legs delivered increased. Conversely, the smaller the city, the higher the proportion of stores having legs delivered.

A higher proportion of chain stores had leg, shoulder, breast, and miscellaneous cuts delivered than independent stores. The leg cut was an especially important cut to chains. Seventy-seven percent of the chain stores having "other cuts" delivered received legs, compared with 56 percent for the independents.

#### STORES ENCOUNTERING DIFFICULTY IN SELLING SOME CUTS OF LAMB

Fifty-six percent of the stores selling lamb reported difficulty in selling some cuts of lamb.

In the Northeast, 61 percent of the stores selling lamb indicated they had difficulty in selling some cuts as compared with 55 percent in the South, 53 percent in the North Central region, and 51 percent in the West (table 12).

Store size and type of management seemed to be associated with various degrees of difficulty in selling some cuts of lamb. About 60 percent of the stores with annual sales under \$500,000 and 60 percent of the independent stores experienced difficulty in selling lamb (table 12). In contrast, only about 40 percent of the large stores (annual sales \$500,000 and over) and 40 percent of the chain stores reported difficulty in selling some cuts.

The size of city where stores were located also appeared to be associated with difficulty on the part of retailers in selling some cuts of lamb. In large cities 53 percent of the retailers reported difficulty in selling some cuts of lamb compared with 60 percent in medium size cities, and 61 percent in small cities, towns, and rural areas (table 12).

Only 27 percent of the chain stores selling lamb, doing an annual business of at least \$1,000,000 and located in large cities, indicated difficulty in selling some cuts of lamb. In contrast, 69 percent of the independent stores doing an annual business of under \$50,000 located in small cities, towns, and rural areas reported difficulty in selling some cuts of lamb.

Breast, flank, and neck were mentioned most frequently by retailers as the cuts of lamb most difficult to sell. Many stores indicated difficulty in selling more than one cut. Of the 51,000 stores experiencing difficulties in selling some cuts of lamb, 43 percent indicated they had trouble selling the breast, 36 percent flank, 31 percent neck, 9 percent shoulder, 3 percent leg, 2 percent loin, 2 percent hotel rack, and 2 percent miscellaneous cuts (fig. 9).

From these data it appears the leg, loin, and hotel rack (and chops prepared from these cuts) are highly preferred over other lamb cuts by consumers. This conclusion is consistent with the findings of a recent lamb consumer preference study in Cleveland, Ohio. <sup>5/</sup> In the Cleveland study, it

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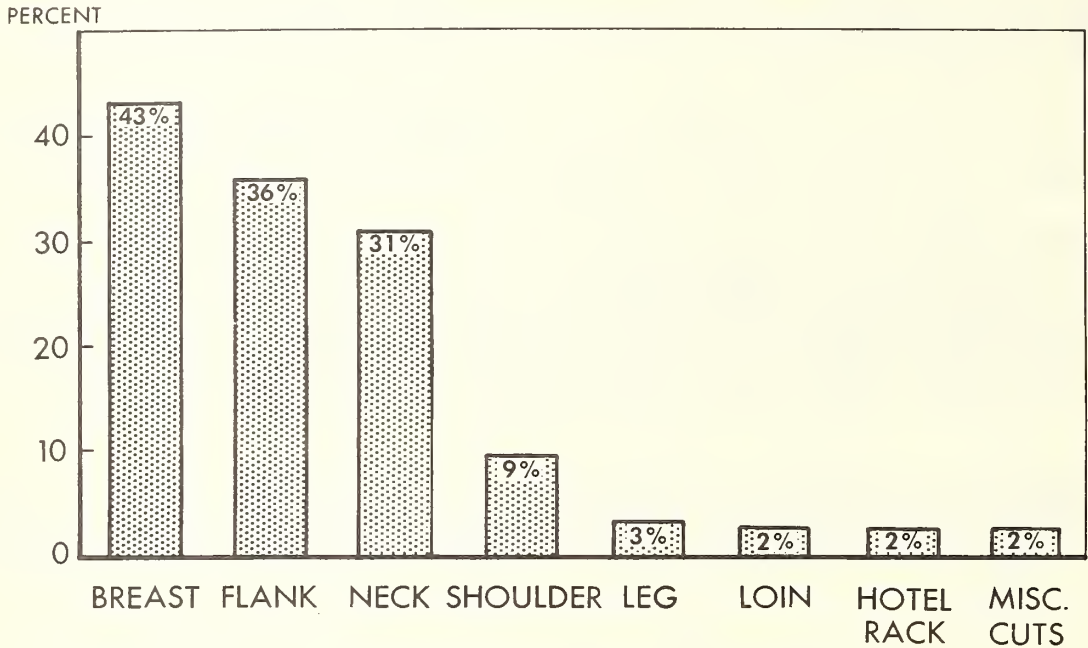
<sup>5/</sup> Levine, Daniel B. and Hunter, J. Scott. Homemakers' Preferences for Selected Cuts of Lamb in Cleveland, Ohio. Mktg. Res. Rpt. No. 113, U. S. Dept. Agr., March 1956.



Retail Stores Selling Lamb Reporting

## LAMB CUTS DIFFICULT TO SELL

October 1955



U.S. DEPARTMENT OF AGRICULTURE

NEG. 4591-57(10) AGRICULTURAL MARKETING SERVICE

Figure 9

was found that "chops and leg of lamb are the favorite cuts of an overwhelming majority of lamb users; 5 in 10 chose chops; and 4 in 10 selected leg of lamb. Other cuts were mentioned by so few of the homemakers as to be of negligible importance." The study further indicated the following major reasons given by consumers for not using the less preferred cuts, i. e., breast, flank, and neck: (1) Too much waste; (2) never have used, no reason; (3) trouble preparing; (4) prefer other cuts of lamb; and (5) fat, greasy, and oily.

The ranking of the three lamb cuts most often mentioned as being difficult to sell (breast, flank, and neck) did not change from one region to another. The proportion of stores having difficulty in selling the breast was highest in all regions followed by flank and neck in that order. This ranking remained essentially the same regardless of whether stores were grouped by city size, kind of business, size of store, or type of management (table 13).

A higher proportion of independent and small stores reported difficulty in selling each of the less preferred cuts of lamb than did chain and large stores.

#### HOW LESS PREFERRED LAMB CUTS ARE SOLD OR UTILIZED

Retail stores were asked how they sold or utilized the less preferred cuts of lamb (breast, flank, and neck), in addition to selling them in their regular form. Many stores sold or utilized less desirable cuts in more than one way. Fifty-five percent of the stores sold or utilized some less preferred cuts in the form of stew meat, 34 percent as patties, 16 percent as meat scraps, 13 percent as dog food, and 5 percent for miscellaneous uses (fig 10). Lamb sold as stew meat or patties generally brings a higher price per pound than lamb sold for scraps or dog food.

### PROPORTION OF RETAILERS SELLING OR UTILIZING LESS PREFERRED CUTS OF LAMB

*By Uses, October 1955*

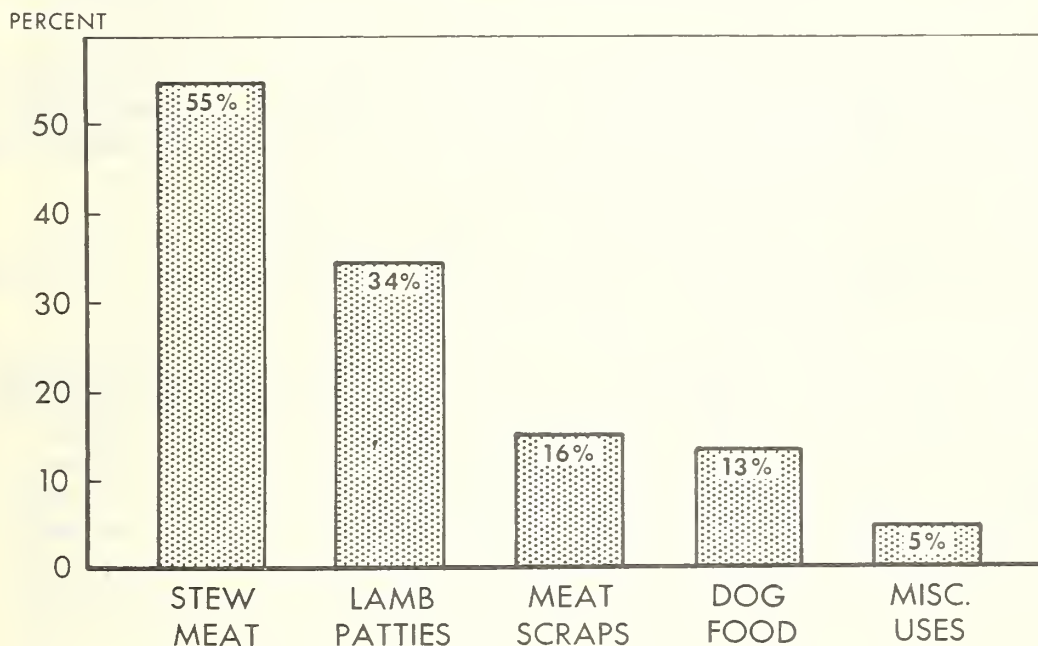


Figure 10

There were substantial differences among regions in the manner in which less preferred cuts were sold or utilized. For instance, a higher proportion of stores in the Northeast and West sold less desirable cuts as stew meat than in the other two regions. On the other hand, in the North Central and Southern regions, a higher proportion of stores sold less preferred cuts as lamb patties than in the Northeast and West (table 14).

The size and type of management of the retail store appeared to be closely associated with the manner in which the less preferred cuts of lamb were sold or utilized. A higher proportion of large stores and chain stores sold less preferred cuts as stew meat and lamb patties than smaller stores and independent stores; conversely, a higher proportion of the small stores (and independent stores) utilized the less desirable cuts as meat scraps and dog food than chain stores and large stores (table 14).

#### RELATIVE IMPORTANCE OF LAMB AND COMPETING MEATS BY LOCATION OF STORES AND THEIR CHARACTERISTICS

Survey stores selling fresh red meats were queried as to the volume of each of the various kinds of red meat and poultry purchased in the week of October 17-23, 1955. The purpose of this inquiry was to obtain an indication of the movement of lamb at retail relative to the movement of other red meats and poultry by regions; city size; and kind, size, and management of stores.

Retail store purchases of meat for the week covered could, of course, be somewhat different from purchases for similar periods at other times in the year; or for the same week during another year. However, sampling variability for data obtained in this question was generally low (table 2).

The North Central region accounted for almost one-third of all meat purchased by retail establishments. The Northeast took 28 percent, the South 26 percent; and the West 14 percent (table 15).

Lamb was more unevenly distributed among the 4 regions than any other kind of red meat or poultry (table 15). Fifty-three percent of the lamb was purchased by retail stores in the Northeastern region; 19 percent in the West; 16 percent in the North Central region; and 12 percent in the South. These data for a 1-week period compare favorably with the data for the year 1954 obtained from a comprehensive study on wholesale distribution of lamb for consumption. <sup>6/</sup> With identical States comprising the 4 regions in both studies, it was found in the 1954 study that 50 percent of the lamb distributed at wholesale for consumption went to the Northeast, 28 percent to the West, 18 percent to the North Central, and 4 percent to the South.

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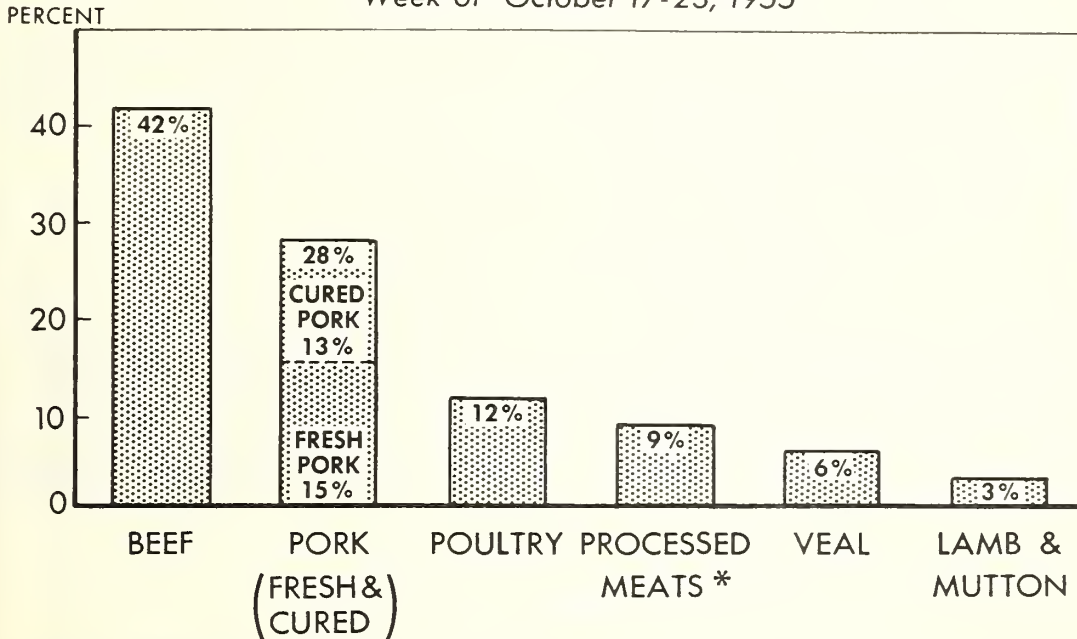
<sup>6/</sup> Doty, Harry O., Jr. Distribution of Lamb and Mutton for Consumption in the United States. U. S. Dept. Agr., AMS-93, Feb. 1956.



Proportion, by Kinds

## MEATS PURCHASED BY RETAIL STORES

Week of October 17-23, 1955



\* INCLUDES LUNCHEON, SAUSAGE (OTHER THAN FRESH PORK), VARIETY, AND OTHER PROCESSED MEATS

Figure 11

### Meat Purchases by Regions

Beef accounted for 42 percent of the total volume of meat and poultry purchased by retail stores in the United States during the week for which data were collected. In contrast, lamb accounted for only 3 percent. Pork constituted 28 percent of all meat purchased (15 percent in fresh form and 13 percent as cured pork); poultry 12 percent; processed meats 9 percent; and veal 6 percent (fig. 11). <sup>7/</sup>

The ranking of various meats in terms of purchase volume was generally the same for each region as for the United States with minor exceptions (table 16). Compared with the United States averages, retail establishments in the Northeast and West purchased a high proportion of their meats in the form of beef and lamb and a low proportion in the form of cured pork (table 16). In the South, a comparatively high proportion of the meat purchased was veal, cured pork, and poultry, with a much lower than average proportion as beef and lamb. Lamb was also relatively unimportant in the meat purchases of retailers in the North Central region. In the West, retail stores purchased a considerably lower than average proportion of meat as poultry.

### Meat Purchases by City Size

Retail stores located in large cities purchased a larger percentage of all meats as lamb and beef and a smaller percentage as cured pork than the average for all stores (table 16). In contrast, stores situated in small cities, towns, and rural areas obtained a larger than average proportion of meat in the form of pork (both fresh and cured) and a relatively small amount in the form of beef and lamb.

### Meat Purchases by Store Characteristics

Meat markets purchased a higher than average proportion of their meats in the form of lamb and beef and a low proportion as cured pork and processed meats. Groceries with fresh meats purchased the various meats in almost the same proportions as the average for all stores.

Small stores (annual sales under \$100,000) and independents purchased a relatively large proportion of meat as beef and a low proportion as cured pork and poultry; while large stores (annual sales \$500,000 and over) and chain stores purchased a comparatively low proportion as beef and a high proportion as cured pork and poultry.

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<sup>7/</sup> Processed meats include luncheon, sausage (other than fresh pork), variety, and other processed meats.

## STORES SELLING LAMB, MUTTON, OR BOTH LAMB AND MUTTON

Previously in this report, the term "lamb" included both lamb and mutton; however, in this section lamb and mutton are treated as two separate items in order to show the differences in the distribution of each product at the retail level.

The term "mutton" as commonly used commercially applies to the meat of older sheep, that is, ewes (over 12 months of age) and wethers (over 18 months of age), in contrast to "lamb," the meat from younger animals. Of the 90,500 stores selling lamb or mutton in the United States, 93 percent sold lamb exclusively, 5 percent sold both lamb and mutton, and 2 percent sold mutton only.

### Stores Selling Lamb but No Mutton

Large variations occurred among regions in the number of stores selling lamb but no mutton. Almost half of the retail stores selling lamb only (no mutton) in the United States were located in the Northeast region. Twenty-five percent were located in the North Central region, while only 15 and 13 percent, respectively, were in the South and West (fig. 12). The percentage of stores selling lamb only was directly related to city size. Forty-eight percent were located in large cities, 31 percent in cities of medium size and 21 in small cities, towns, and rural areas (table 17). Eighty-one percent of the retail stores selling lamb only were grocery stores with fresh red meats, 53 percent were small stores (annual sales of less than \$100,000), and 84 percent were independent stores.

### Stores Selling Mutton but No Lamb

The location and characteristics of stores selling mutton only (no lamb) differed widely from those for stores selling lamb only. Sixty-eight percent of the 1,400 retail stores selling mutton only were located in the South with 14 percent in the Northeast, 10 percent in the West, and 8 percent in the North Central region (fig. 12). Seventy-four percent were located in small cities, towns, and rural areas. Ninety-three percent of the stores selling mutton but not lamb were grocery stores selling fresh red meats; 87 percent were independent stores; and 70 percent were small stores (annual sales of less than \$100,000) (table 17).

Over 50 percent of the stores selling mutton only were independent grocery stores with fresh red meats, doing under \$100,000 worth of business annually, and located in small cities, towns, and rural areas of the South.

### Stores Selling Both Lamb and Mutton

The location and characteristics of the 4,900 retail stores selling both lamb and mutton differed from those of stores selling lamb only or mutton only. For example, as indicated earlier, 47 percent of the stores selling



lamb only were located in the Northeast, and 68 percent of the stores selling mutton only were located in the South; in contrast, stores selling both lamb and mutton were about equally distributed among the regions-- Northeast 28 percent, North Central 23 percent, South 22 percent, and West 27 percent (fig. 12). Further, retail stores selling both lamb and mutton were fairly evenly distributed with respect to the size of city in which they were located. Thirty-seven percent were in large cities, 26 percent in medium-sized cities, and 37 percent in small cities, towns, and rural areas (table 17).

Meat markets, chains, and large stores were much more important, percentagewise, among the stores handling both lamb and mutton than stores handling lamb only or mutton only.

In the Northeast and North Central regions, most of the stores selling both lamb and mutton were small independent stores located in the 21 largest metropolitan areas. In the South, most of these stores were small independent stores located in small cities, towns, and rural areas, while in the West the large chain stores were the most numerous of the stores selling both products.

## REGIONAL DISTRIBUTION OF RETAIL STORES SELLING LAMB, MUTTON, OR BOTH LAMB AND MUTTON

October 1955

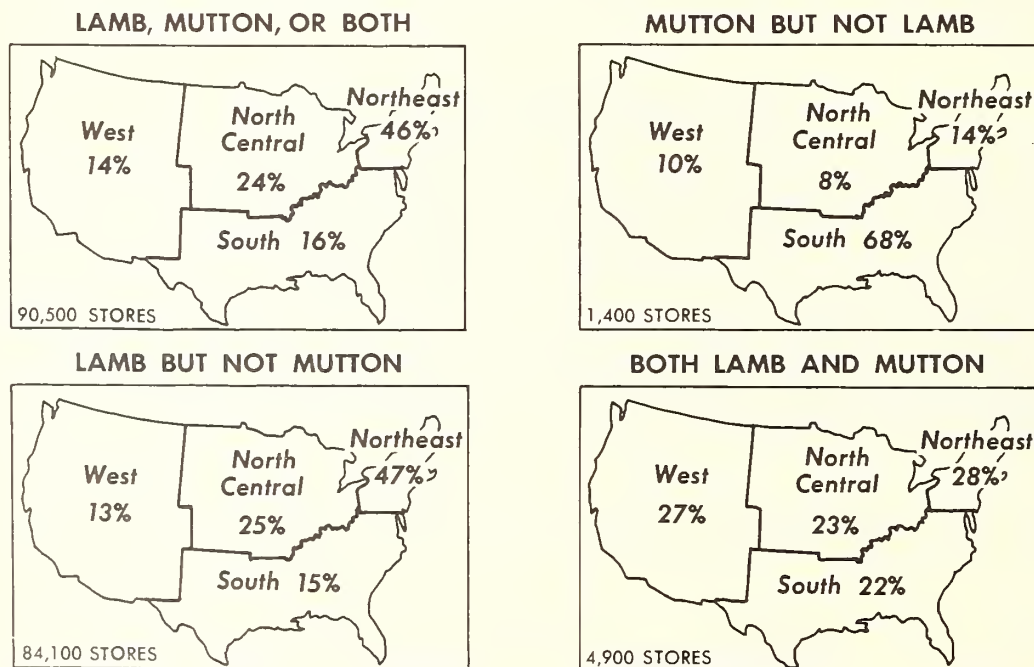


Figure 12

APPENDIX

<p style="text-align: center;">U. S. DEPARTMENT OF COMMERCE BUREAU OF THE CENSUS</p> <p style="text-align: center;">COLLECTING AND COMPILING AGENT FOR</p> <p style="text-align: center;">U. S. DEPARTMENT OF AGRICULTURE AGRICULTURAL MARKETING SERVICE</p>	<p>BUDGET BUREAU NO. 40-5519.1 APPROVAL EXPIRES 12/15/55</p> <p><b>CONFIDENTIAL</b> - This inquiry is authorized by law. Your report is accorded confidential treatment, subject to the provisions of law. Your report will not be used for purposes of taxation, investigation, or regulation.</p> <p>(PLEASE CORRECT ANY ERROR IN NAME OR ADDRESS)</p>
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RETAIL LAMB AND MUTTON QUESTIONNAIRE

INSTRUCTIONS

Please complete and mail as soon as possible to the Bureau of the Census, District Office, (preferably **within eight days** after receipt). A Census envelope is enclosed for your use.

1. Do you sell fresh red meats? . . . . . Yes ☐ No ☐  
(If "no," please disregard the remainder of the questionnaire, sign and return)
  
2. In which group were your total store receipts for this store in 1954?
 

(1) Less than \$50,000 <input type="checkbox"/>	(2) \$50,000 to \$99,999 <input type="checkbox"/>	(3) \$100,000 to \$499,999 <input type="checkbox"/>	(4) \$500,000 to \$999,999 <input type="checkbox"/>	(5) \$1,000,000 and over <input type="checkbox"/>
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3. For your store, how many pounds of meat and poultry did you buy in the past week? (If no purchases write "none").  

POUNDS

A. Fresh beef . . . . .	
B. Fresh veal . . . . .	
C. Fresh pork, including fresh pork sausage . . . . .	
D. Cured pork products . . . . .	
E. Fresh lamb and mutton . . . . .	
F. Luncheon, sausage other than fresh pork, variety, and other processed meat . . . . .	
G. Poultry . . . . .	
<b>Total</b> . . . . .	
  
4. A. Did you sell lamb or mutton any time during 1954? . . . . . Yes ☐ No ☐  
 B. If "yes," which did you sell?  

(1) Lamb <input type="checkbox"/>	(2) Mutton <input type="checkbox"/>	(3) Both <input type="checkbox"/>
-----------------------------------	-------------------------------------	-----------------------------------

(If you did not sell lamb or mutton at any time during the past year, please disregard Questions 5 through 9, sign and return the questionnaire)
  
5. What months of the year do you sell lamb and mutton?  

A. All year <input type="checkbox"/>			
B. These months only:			
January <input type="checkbox"/>	April <input type="checkbox"/>	July <input type="checkbox"/>	October <input type="checkbox"/>
February <input type="checkbox"/>	May <input type="checkbox"/>	August <input type="checkbox"/>	November <input type="checkbox"/>
March <input type="checkbox"/>	June <input type="checkbox"/>	September <input type="checkbox"/>	December <input type="checkbox"/>

(Please complete the questionnaire on the reverse side, sign and return)

Figure 13.--Retail lamb and mutton questionnaire.

RETAIL LAMB AND MUTTON QUESTIONNAIRE (CONT'D.)

6. What days of the week do you have lamb or mutton available for sale?

- A. All week ☐ C. Tuesday ☐ E. Thursday ☐ G. Saturday ☐  
B. Monday ☐ D. Wednesday ☐ F. Friday ☐

7. A. Are lamb or mutton delivered to you as carcasses, saddles, sides, or other wholesale cuts?

- (1) Carcass ☐ (2) Hind saddle ☐ (3) Fore saddle ☐ (4) Sides ☐ (5) Other wholesale cuts ☐

B. If "Other wholesale cuts", which cuts are normally delivered to your store?

- (1) Leg ☐ (3) Hotel rack ☐ (5) Rolled shoulder ☐ (7) Flank ☐  
(2) Loin ☐ (4) Shoulder (chuck) ☐ (6) Breast ☐ (8) Other (specify) \_\_\_\_\_

8. A. If you buy lamb or mutton carcasses, saddles, or sides do you have difficulty selling some of the cuts? . . . Yes ☐ No ☐

B. If "yes", which wholesale cuts are they?

- (1) Breast ☐ (3) Neck ☐ (5) Loin ☐ (7) Hotel rack ☐  
(2) Flank ☐ (4) Shoulder (chuck) ☐ (6) Leg ☐ (8) Other (specify) \_\_\_\_\_

9. How are the less desirable cuts of lamb or mutton (excluding normal trimmings) sold or utilized?

- (1) Lamb patties (ground) ☐ (3) Meat scrap ☐ (5) Other (specify) \_\_\_\_\_  
(2) Stew meat ☐ (4) Dog food ☐

10. If you would like to receive a copy of the results of this survey please check this box ☐

REMARKS:

\_\_\_\_\_  
(NAME OF STORE)

\_\_\_\_\_  
(REPORTED BY)

\_\_\_\_\_  
(ADDRESS OF STORE)

Figure 13.--Retail lamb and mutton questionnaire (continued).



Table 1.--Approximate coefficients of variation for estimated number of establishments

Estimated number of establishments :		Coefficient of variation <u>1/</u>
Number	:	Percent
100	:	150
200	:	106
500	:	67
1,000	:	47
2,000	:	34
5,000	:	21
10,000	:	15
20,000	:	11
50,000	:	7
100,000	:	5
200,000	:	3

1/ Sampling errors, though not computed, should be appreciably lower for estimates relating to stores doing \$500,000 or more business annually and stores with the chain type of management.

#### How to Use Approximate Coefficients of Variations

Find the item in column 1 of table 1 which is nearest to the weighted number of establishments in the estimate for which the coefficient of variation is desired.

For example, consider the total number of stores of all kinds of business in the Northeast region selling fresh red meats (table 3). An estimated 57,100 stores are included in this category, and in table 1 the approximate coefficient of variation of this estimate is 7 percent. (This compares with 8 percent arrived at by direct computation in table 2.) In the North Central region, an estimated 22,100 stores sell lamb and the approximate coefficient of variation for this estimate is about 11 percent. (For use of coefficients of variation see note on table 2.)

Table 1 can also be used in finding the approximate coefficients of variation of percentages of establishments. For example, consider all establishments in the North Central region selling lamb as a percentage of all establishments in the North Central region selling fresh red meat. First divide the estimates in terms of number of establishments by one minus the estimated proportion. Then, locate this result in the column "estimated number of establishments," and read the corresponding coefficient of variation. To illustrate for the North Central region, the estimated numbers of establishments selling lamb and fresh red meat were 22,100 and 67,600, respectively. Hence, the estimated proportion selling lamb was 33 percent.

Dividing 22,100 by 1 - .33 we obtain 32,985 which (see column 2) gives a coefficient of variation between 7 and 11 percent (approximately 9 percent). The result is a coefficient of variation, not a standard deviation. The standard deviation (in percentage points) can be obtained by multiplying the coefficient of variation by the percentage (in the example given, the standard deviation is 33 percent times 9 percent or 3 percent). There are therefore about 2 chances out of 3 that the proportion of stores selling lamb as determined by a complete census would be between 30 and 36 percent and 19 chances out of 20 that it would be between 27 and 39 percent.

Table 2.--Sampling variability of the estimated number of establishments reporting sale of fresh red meat, and estimated pounds of meat and poultry purchased during a 1-week period <sup>1/</sup>

Item	Sampling variability				
	United States	Northeast	North Central	South	West
	Percent	Percent	Percent	Percent	Percent
Total number of establishments reporting sale of fresh red meat.....	3	8	4	5	10
Total pounds of meat and poultry purchased.....	3	4	5	6	10
Fresh beef.....	3	4	6	7	12
Fresh veal.....	6	6	10	13	9
Fresh pork, including fresh pork sausage.....	3	6	7	6	4
Cured pork products.....	5	8	6	8	18
Fresh lamb and mutton.....	7	12	11	11	10
Luncheon, sausage other than fresh pork, variety, and other processed meat.....	4	9	7	6	13
Poultry.....	3	5	6	7	10

<sup>1/</sup> Data were for the week of October 17-23, 1955. Some establishments, however, reported late and based their figures on data available nearest that date.

NOTE: All sampling errors shown are coefficients of variation at the one sigma level. At this level, the chances are 2 out of 3 that the quantities estimated in this survey would differ from the results of a complete Census by less than the percentages shown (there are about 19 chances out of 20 that the quantities estimated from this survey would differ from the results of a complete Census by less than twice the percentage shown).

Measures of sampling variability shown do not include biases which might arise due to errors in response or due to errors in the imputations made for nonreporters.

Table 3.--Lamb availability in retail stores that sell fresh red meats, by regions, October 1955 <sup>1/</sup>

Region	Stores selling lamb	Stores not selling lamb	Total	Stores selling lamb	Stores not selling lamb	Total
	Number	Number	Number	Percent	Percent	Percent
Northeast.....	41,400	15,700	57,100	73	27	100
North Central.....	22,100	45,500	67,600	33	67	100
South.....	14,500	70,200	84,700	17	83	100
West.....	12,500	10,900	23,400	54	46	100
United States.....	90,500	142,300	232,800	39	61	100

<sup>1/</sup> Each estimate has been independently rounded to the nearest hundred from figures computed to the last digit; hence, the sum of parts shown may differ slightly from the totals shown. Percentages are based on unrounded numbers.

Table 4.--Lamb availability in retail stores that sell fresh red meats, by city size, October 1955 <sup>1/</sup>

Size of city	Stores selling lamb	Stores not selling lamb	Total	Stores selling lamb	Stores not selling lamb	Total
	Number	Number	Number	Percent	Percent	Percent
Large cities <sup>2/</sup> .....	42,700	21,600	64,300	66	34	100
Northeast.....	22,700	5,200	28,000	81	19	100
North Central.....	11,700	9,300	21,000	56	44	100
South.....	2,900	5,400	8,300	35	65	100
West.....	5,300	1,700	7,000	75	25	100
Medium cities <sup>3/</sup> .....	27,000	34,100	61,100	44	56	100
Northeast.....	13,300	6,400	19,700	67	33	100
North Central.....	5,200	9,100	14,300	36	64	100
South.....	5,100	14,100	19,100	26	74	100
West.....	3,500	4,400	8,000	44	56	100
Small cities, towns, and rural areas <sup>4/</sup> .....	20,800	86,600	107,300	19	81	100
Northeast.....	5,400	4,000	9,400	58	42	100
North Central.....	5,200	27,100	32,300	16	84	100
South.....	6,300	50,700	57,000	11	89	100
West.....	3,700	4,800	8,600	44	56	100
All cities.....	90,500	142,300	232,800	39	61	100
Northeast.....	41,400	15,700	57,100	73	27	100
North Central.....	22,100	45,500	67,600	33	67	100
South.....	14,500	70,200	84,700	17	83	100
West.....	12,500	10,900	23,400	54	46	100

<sup>1/</sup> Each estimate has been independently rounded to the nearest hundred from figures computed to the last digit; hence, the sum of parts shown may differ slightly from totals shown. Percentages are based on unrounded numbers.

<sup>2/</sup> 21 largest metropolitan areas.

<sup>3/</sup> Other counties and metropolitan areas over 100,000 population.

<sup>4/</sup> Other counties 100,000 population and under.



Table 5.--Lamb availability in retail stores that sell fresh red meats, by kind of business, October 1955 1/

Kind of business	Stores	Stores	Total	Stores	Stores	Total
	selling lamb	not selling lamb		selling lamb	not selling lamb	
	Number	Number	Number	Percent	Percent	Percent
Groceries with fresh meat....	73,000	129,300	202,300	36	64	100
Northeast.....	30,300	13,700	44,100	69	31	100
North Central.....	18,200	42,500	60,700	30	70	100
South.....	13,700	63,200	76,800	18	82	100
West.....	10,600	9,900	20,700	52	48	100
Meat markets.....	16,100	2,500	18,600	87	13	100
Northeast.....	10,900	600	11,400	95	5	100
North Central.....	3,600	1,200	4,800	75	25	100
South.....	600	400	1,000	59	41	100
West.....	1,100	300	1,400	78	22	100
Miscellaneous stores 2/.....	1,300	10,600	11,900	11	89	100
Northeast.....	200	1,400	1,500	12	88	100
North Central.....	300	1,900	2,200	12	88	100
South.....	300	6,700	6,900	4	96	100
West.....	600	600	1,200	50	50	100
All kinds of business.....	90,500	142,300	232,800	39	61	100
Northeast.....	41,400	15,700	57,100	73	27	100
North Central.....	22,100	45,500	67,600	33	67	100
South.....	14,500	70,200	84,700	17	83	100
West.....	12,500	10,900	23,400	54	46	100

1/ Each estimate has been independently rounded to the nearest hundred from figures computed to the last digit; hence, the sum of parts shown may differ from the totals shown. Percentages are based on unrounded numbers.

2/ Includes general stores, fish markets, delicatessen stores, and "other food stores" not elsewhere classified.

Table 6.--Lamb availability in retail stores that sell fresh red meats, by size of store, October, 1955 1/

Size of store 2/	Stores	Stores	Total	Stores	Stores	Total
	selling lamb	not selling lamb		selling lamb	not selling lamb	
	Number	Number	Number	Percent	Percent	Percent
Less than \$50,000	26,100	87,400	113,700	23	77	100
Northeast.....	15,900	9,700	25,600	62	38	100
North Central.....	5,000	23,700	28,700	17	83	100
South.....	3,500	48,100	51,700	7	93	100
West.....	1,800	5,900	7,700	23	77	100
\$50,000-99,999.....	21,800	34,900	56,700	38	62	100
Northeast.....	11,900	4,100	16,000	74	26	100
North Central.....	4,900	14,800	19,700	25	75	100
South.....	2,300	13,100	15,400	15	85	100
West.....	2,700	2,900	5,600	48	52	100
\$100,000-499,000.....	28,100	19,000	47,000	60	40	100
Northeast.....	9,900	1,800	11,700	85	15	100
North Central.....	7,900	6,700	14,600	54	46	100
South.....	4,800	8,500	13,400	36	64	100
West.....	5,400	2,000	7,400	73	27	100
\$500,000-999,999.....	7,100	500	7,600	93	7	100
Northeast.....	1,800	3/	1,800	99	2	100
North Central.....	2,100	200	2,300	92	8	100
South.....	1,800	300	2,000	87	13	100
West.....	1,500	3/	1,500	97	3	100
\$1,000,000 and over.....	7,300	400	7,700	94	6	100
Northeast.....	2,100	3/	2,100	99	1	100
North Central.....	2,100	200	2,300	93	7	100
South.....	1,800	200	2,000	92	8	100
West.....	1,200	3/	1,300	93	7	100
All sized stores.....	90,500	142,300	232,800	39	61	100
Northeast.....	41,400	15,700	57,100	73	27	100
North Central.....	22,100	45,500	67,600	33	67	100
South.....	14,500	70,200	84,700	17	83	100
West.....	12,500	10,900	23,400	54	46	100

1/ Each estimate has been independently rounded to the nearest hundred from figures computed to the last digit; hence, the sum of parts shown may differ slightly from the totals shown. Percentages are based on unrounded numbers.

2/ Based on dollar volume of annual sales.

3/ Less than 100 stores.

Table 7.--Lamb availability in retail stores that sell fresh red meats, by type of store management, October 1955 <sup>1/</sup>

Type of store management	Stores selling lamb	Stores not: selling lamb	Total	Stores selling lamb	Stores not: selling lamb	Total
	Number	Number	Number	Percent	Percent	Percent
Independents <sup>2/</sup> .....	75,200	140,500	215,700	35	65	100
Northeast.....	36,200	15,400	51,500	70	30	100
North Central.....	18,000	45,200	63,200	28	72	100
South.....	10,700	69,100	79,900	13	87	100
West.....	10,300	10,800	21,100	49	51	100
Chains <sup>3/</sup> .....	15,300	1,800	17,100	90	10	100
Northeast.....	5,200	300	5,500	94	6	100
North Central.....	4,100	300	4,400	92	8	100
South.....	3,700	1,100	4,900	77	23	100
West.....	2,200	<u>4/</u>	2,200	99	1	100
All types of store management.....	90,500	142,300	232,800	39	61	100
Northeast.....	41,400	15,700	57,100	73	27	100
North Central.....	22,100	45,500	67,600	33	67	100
South.....	14,500	70,200	84,700	17	83	100
West.....	12,500	10,900	23,400	54	46	100

<sup>1/</sup> Each estimate has been independently rounded to the nearest hundred from figures computed to the last digit; hence, the sum of parts shown may differ slightly from the totals shown. Percentages are based on unrounded numbers.

<sup>2/</sup> Management operating 3 or less stores.

<sup>3/</sup> Management operating 4 or more stores.

<sup>4/</sup> Less than 100 stores.

Table 8.--Availability of lamb in retail stores selling lamb--percent selling all year and certain months, 1955

Store location and characteristics	Stores selling lamb 1/	All year	Percentage of stores selling lamb																							
			In specific months but not all year																							
			January		February		March		April		May		June		July		August		September		October		November		December	
			Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Total.....	90,500	88	5	5	5	5	5	5	4	3	3	3	3	3	5	6	7	7								
Regions																										
Northeast.....	41,400	91	6	6	5	5	5	4	4	3	3	3	3	2	5	6	7	7	7	6	6	7	7	7	7	
North Central.....	22,100	88	4	3	5	5	5	3	4	3	2	2	2	2	3	3	7	7	7	6	6	8	8	6	6	
South.....	14,500	82	5	4	4	4	6	5	5	6	6	6	7	4	8	9	9	8	6	6	6	5	5	6	6	
West.....	12,500	89	5	6	5	5	4	5	5	5	4	4	4	4	6	6	6	5	5	6	6	5	5	6	6	
Population density																										
Large cities 2/.....	42,700	92	5	4	5	4	4	3	4	2	2	2	2	1	4	4	4	6	6	6	6	6	6	6	6	
Medium cities 3/.....	27,000	90	4	4	4	4	4	4	4	5	4	4	4	4	5	6	6	6	5	6	6	6	5	5	5	
Small cities, towns, and rural areas 4/.....	20,800	78	7	7	6	7	6	6	6	6	6	6	6	6	9	11	11	11	10							
Kind of business																										
Groceries with fresh meats.....	73,000	87	6	5	5	5	5	4	4	4	3	4	4	4	6	7	7	7	7	4	4	2	1	1	1	
Meat markets.....	16,100	95	2	2	3	5	5	3	6	2	2	2	2	1	3	3	4	4	4	4	4	2	1	1	1	
Miscellaneous stores 5/.....	1,300	73	1	1	1	1	1	1	6	1	1	1	1	1	1	1	2	2	2	2	2	2	1	1	1	
Size of store																										
Less than \$50,000.....	26,100	85	7	6	6	6	6	4	4	3	3	3	4	4	7	8	9	9	9	9	9	9	9	9	9	
\$50,000-99,999.....	21,800	88	7	6	6	6	4	4	4	4	5	5	4	4	6	6	7	7	7	7	7	8	7	7	7	
\$100,000-499,999.....	28,100	87	4	5	5	5	5	5	5	4	4	4	3	3	6	6	6	6	6	6	6	8	7	7	7	
\$500,000-999,999.....	7,100	96	2	2	2	2	3	1	6	1	1	1	1	1	1	3	3	3	2	3	3	3	2	2	2	
\$1,000,000 and over.....	7,300	98	1	1	1	6	6	6	6	6	6	6	6	6	6	6	1	1	1	1	1	1	1	1	1	
Type of management																										
Independent 7/.....	75,200	87	6	6	6	6	6	5	5	4	4	4	4	4	6	7	8	8	8	1	1	1	1	1	1	
Chain 8/.....	15,300	97	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	

1/ Each estimate has been independently rounded to the nearest hundred from figures computed to the last digit; hence, the sum of parts shown may differ slightly from totals shown. Percentages are based on unrounded numbers.

2/ 21 largest metropolitan areas.

3/ Other counties and metropolitan areas over 100,000 population.

4/ Other counties 100,000 population and under.

5/ General stores, fish markets, delicatessen stores, and "other food stores" not elsewhere classified.

6/ Less than one-half of one percent.

7/ Management operating 3 stores or less.

8/ Management operating 4 or more stores.



Table 9.--Availability of lamb in retail stores selling lamb--percent selling all week and certain days, 1955

Store location and characteristics	Stores selling lamb 1/	Percentage of stores selling lamb						
		All week (Monday through Saturday)	On specific days but not all week					
			Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Number	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Total.....	90,500	74	1	3	4	13	21	21
Regions								
Northeast.....	41,400	75	1	4	5	15	20	20
North Central.....	22,100	71	2/	1	3	16	26	27
South.....	14,500	67	3	3	6	10	23	26
West.....	12,500	87	1	2/	2	4	9	9
Population density								
Large cities 3/.....	42,700	77	2	3	4	11	18	19
Medium cities 4/.....	27,000	72	1	4	5	17	23	24
Small cities, towns, and rural areas 5/.....	20,800	71	1	1	3	13	23	23
Kind of business								
Groceries with fresh meats...	73,000	72	1	2	4	14	23	24
Meat markets.....	16,100	86	2	4	6	11	10	9
Miscellaneous stores 6/.....	1,300	84	2/	2/	2/	7	13	13
Size of store								
Less than \$50,000.....	26,100	62	2	4	5	15	29	33
\$50,000-99,999.....	21,800	69	1	4	6	17	26	26
\$100,000-499,999.....	28,100	80	1	1	4	13	18	16
\$500,000-999,999.....	7,100	95	2/	1	1	3	4	4
\$1,000,000 and over.....	7,300	95	1	1	1	4	4	4
Type of management								
Independent 7/.....	75,200	71	1	3	5	15	23	24
Chain 8/.....	15,300	93	1	1	1	5	6	6

1/ Each estimate has been independently rounded to the nearest hundred from figures computed to the last digit; hence, the sum of parts shown may differ slightly from totals shown. Percentages are based on unrounded numbers.

2/ Less than one-half of one percent.

3/ 21 largest metropolitan areas.

4/ Other counties and metropolitan areas over 100,000 population.

5/ Other counties 100,000 population and under.

6/ General stores, fish markets, delicatessen stores, and "other food stores" not elsewhere classified.

7/ Management operating 3 stores or less.

8/ Management operating 4 or more stores.

Table 10.--Proportion of retail stores selling lamb receiving it in various forms, 1955

Store location and characteristics	Stores	Percent receiving lamb in specific major forms <sup>2/</sup>				
	selling					
	lamb	Carcass	Hind saddle	Fore saddle	Sides	Other cuts
	1/					
	Number	Percent	Percent	Percent	Percent	Percent
United States.....	90,500	56	38	23	10	41
Regions						
Northeast.....	41,400	57	41	29	7	42
North Central.....	22,100	46	38	11	19	46
South.....	14,500	58	37	25	13	37
West.....	12,500	66	30	19	5	34
Population density						
Large cities <sup>3/</sup> .....	42,700	51	39	29	8	43
Medium cities <sup>4/</sup> .....	27,000	59	40	18	11	43
Small cities, towns, and rural areas <sup>5/</sup> .....	20,800	61	34	16	15	34
Kind of business						
Groceries with fresh meat..	73,000	56	42	21	12	43
Meat markets.....	16,100	55	23	33	3	35
Miscellaneous stores <sup>6/</sup> ....	1,300	61	33	22	7	25
Size of store						
Less than \$50,000.....	26,100	34	27	25	10	47
\$50,000-99,999.....	21,800	49	37	22	11	40
\$100,000-499,999.....	28,100	65	41	19	13	33
\$500,000-999,999.....	7,100	78	55	30	14	40
\$1,000,000 and over.....	7,300	92	56	28	10	56
Type of management						
Independent <sup>7/</sup> .....	75,200	50	34	20	10	39
Chain <sup>8/</sup> .....	15,300	86	60	34	11	49

<sup>1/</sup> Each estimate has been independently rounded to the nearest hundred from figures computed to the last digit; hence, the sum of the parts shown may differ from the totals shown. Percentages are based on unrounded numbers.

<sup>2/</sup> Many stores receive deliveries of lamb in more than one major form.

<sup>3/</sup> 21 largest metropolitan areas.

<sup>4/</sup> Other counties and metropolitan areas over 100,000 population.

<sup>5/</sup> Other counties 100,000 population and under.

<sup>6/</sup> General stores, fish markets, delicatessen stores, and "other food stores" not elsewhere classified.

<sup>7/</sup> Management operating 3 stores or less.

<sup>8/</sup> Management operating 4 or more stores.

Table 11.--Proportion of retail stores receiving various types of "other cuts" of lamb, 1955

Store location and characteristics	Stores receiving other cuts 1/	Percent receiving specific types of "other cuts" 2/															
		Leg		Loin		Hotel rack		Shoulder		Rolled shoulder		Breast		Flank		Miscellaneous	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
United States.....	37,000		60		33		13		45		2		10		3		9
Regions																	
Northeast.....	17,200		63		34		13		47		1		7		4		5
North Central.....	10,200		60		37		12		47		3		13		2		10
South.....	5,400		71		32		19		40		2		5		3/		7
West.....	4,300		39		22		8		41		3		16		1/		27
Population density																	
Large cities 4/.....	18,300		52		35		14		50		2		14		3		12
Medium cities 5/.....	11,700		63		29		12		39		2		3		2		6
Small cities, towns, and rural areas 6/.....	7,100		78		38		14		44		1		7		2		6
Kind of business																	
Groceries with fresh meat....	31,100		62		33		12		43		2		9		3		9
Meat markets.....	5,600		46		35		18		55		1		14		4		11
Miscellaneous stores 7/.....	300		80		27		27		43		3/		3/		3/		23
Size of store																	
Less than \$50,000.....	12,200		53		28		18		50		3		11		4		9
\$50,000-99,999.....	8,600		63		37		11		39		1		6		4		6
\$100,000-499,999.....	9,300		61		41		12		47		1		7		2		10
\$500,000-999,999.....	2,800		71		31		18		52		5		19		2		17
\$1,000,000 and over.....	4,100		74		28		9		45		2		14		1		11
Type of management																	
Independent 8/.....	29,500		56		34		13		44		2		7		3		9
Chain 9/.....	7,500		77		31		13		51		1		20		2		11

1/ Each estimate has been independently rounded to the nearest hundred from figures computed to the last digit; hence, the sum of parts shown may differ slightly from totals shown. Percentages are based on unrounded numbers.

2/ Many stores receive deliveries of more than one cut.

3/ Less than one-half of one percent.

4/ 21 largest metropolitan areas.

5/ Other counties and metropolitan areas over 100,000 population.

6/ Other counties 100,000 population and under.

7/ General stores, fish markets, delicatessen stores, and "other food stores" not elsewhere classified.

8/ Management operating 3 stores or less.

9/ Management operating 4 or more stores.



Table 12.--Retail stores selling lamb indicating difficulty in selling some cuts of lamb, October 1955

Store location and characteristics	Stores selling lamb			
	Number	Percentage hav-	Percentage hav-	Total
	of	ing difficulty	ing no diffi-	
	stores	selling some	culty selling	
	1/	cuts	some cuts	
	Number	Percent	Percent	Percent
Total.....	90,500	56	44	100
Region				
Northeast.....	41,400	61	39	100
North Central.....	22,100	53	47	100
South.....	14,500	55	45	100
West.....	12,500	51	49	100
Population density				
Large cities 2/.....	42,700	53	47	100
Medium cities 3/.....	27,000	60	40	100
Small cities, towns, and rural areas 4/.....	20,800	61	39	100
Kind of business				
Groceries with fresh meat....	73,000	56	44	100
Meat markets.....	16,100	60	40	100
Miscellaneous stores 5/.....	1,300	35	65	100
Size of store				
Less than \$50,000.....	26,100	55	45	100
\$50,000-99,999.....	21,800	62	38	100
\$100,000-499,999.....	28,100	60	40	100
\$500,000-999,999.....	7,100	46	54	100
\$1,000,000 and over.....	7,300	38	62	100
Type of management				
Independent 6/.....	75,200	59	41	100
Chain 7/.....	15,300	42	58	100

1/ Each estimate has been independently rounded to the nearest hundred from figures computed to the last digit; hence, the sum of parts shown may differ from the totals shown. Percentages are based on unrounded numbers.

2/ 21 largest metropolitan areas.

3/ Other counties and metropolitan areas over 100,000 population.

4/ Other counties 100,000 population and under.

5/ General stores, fish markets, delicatessen stores, and "other food stores" not elsewhere classified.

6/ Management operating 3 stores or less.

7/ Management operating 4 or more stores.

Table 13.--Retail stores reporting lamb cuts difficult to sell and the proportion indicating specific types or cuts, October 1955

Store location and characteristics	Percent indicating difficulty in selling specific types of cuts									
	Stores :		Breast :		Flank :		Neck :		Shoulder :	
	Number	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States.....	51,000	43	36	31	9	2	2	2	2	2
Regions										
Northeast.....	25,100	45	40	34	8	2	2	3	2	2
North Central.....	11,600	42	34	27	9	3	2	2	1	1
South.....	8,000	39	34	23	15	1	2	2	2	2
West.....	6,400	40	30	23	9	2	2	2	2	2
Population density										
Large cities <u>3</u> /.....	22,400	43	31	30	6	3	2	2	1	1
Medium cities <u>4</u> /.....	16,000	43	43	30	11	1	2	2	2	2
Small cities, towns, and rural areas <u>5</u> /.....	12,600	42	41	33	14	3	2	2	3	3
Kind of business										
Groceries with fresh meat....	40,800	40	38	29	10	3	3	2	2	2
Meat markets.....	9,700	52	29	37	7	1	2	2	1	1
Miscellaneous stores <u>6</u> /.....	500	51	50	30	6	2	10	2	2	2
Size of store										
Less than \$50,000.....	14,300	37	30	30	9	3	3	1	2	2
\$50,000-99,999.....	13,600	47	41	35	10	2	4	4	1	1
\$100,000-499,999.....	16,900	47	42	32	11	2	2	2	2	2
\$500,000-999,999.....	3,300	38	36	28	9	3	2	2	1	1
\$1,000,000 and over.....	2,800	35	28	16	5	2	1	2	2	2
Type of management										
Independent <u>7</u> /.....	44,500	43	37	32	10	2	2	2	2	2
Chain <u>8</u> /.....	6,500	41	34	24	4	2	2	3	1	1

1/ Each estimate has been independently rounded to the nearest hundred from figures computed to the last digit; hence, the sum of parts shown may differ slightly from totals shown. Percentages are based on unrounded numbers.

2/ Less than one-half of one percent.

3/ 21 largest metropolitan areas.

4/ Other counties and metropolitan areas over 100,000 population.

5/ Other counties 100,000 population and under.

6/ General stores, fish markets, delicatessen stores, and "other food stores" not elsewhere classified.

7/ Management operating 3 stores or less.

8/ Management operating 4 or more stores.

Table 14.--How less preferred cuts of lamb are sold or utilized by retail stores, in addition to selling such cuts in regular form, October 1955

Store location and characteristics	Stores	Percent of stores selling or utilizing a portion of the less preferred cuts as:					
	selling	Stew	Lamb	Meat	Dog	Miscellaneous	
	lamb 1/	meat	patties	scraps	food	uses	
	Number	Percent	Percent	Percent	Percent	Percent	
United States.....	90,500	55	34	16	13	5	
Region							
Northeast.....	41,400	60	30	18	14	4	
North Central.....	22,100	50	44	16	10	2	
South.....	14,500	49	36	11	13	8	
West.....	12,500	57	27	14	14	9	
Population density							
Large cities 2/.....	42,700	57	30	17	17	4	
Medium cities 3/.....	27,000	55	38	17	9	6	
Small cities, towns, and rural areas 4/.....	20,800	54	37	12	9	5	
Kind of business							
Groceries with fresh meat.....	73,000	55	35	15	12	5	
Meat markets.....	16,100	59	28	18	18	4	
Miscellaneous stores 5/.....	1,300	43	38	8	6	6/	
Size of store							
Less than \$50,000.....	26,100	51	17	18	9	6	
\$50,000-99,999.....	21,800	54	27	18	20	6	
\$100,000-499,999.....	28,100	55	42	17	15	4	
\$500,000-999,999.....	7,100	67	56	8	9	1	
\$1,000,000 and over.....	7,300	64	61	4	1	5	
Type of management							
Independent 7/.....	75,200	53	28	18	15	5	
Chain 8/.....	15,300	68	62	3	4	3	

1/ Each estimate has been independently rounded to the nearest hundred from figures computed to the last digit; hence, the sum of parts shown may differ from the totals shown. Percentages are based on unrounded numbers.

2/ 21 largest metropolitan areas.

3/ Other counties and metropolitan areas over 100,000 population.

4/ Other counties 100,000 population and under.

5/ General stores, fish markets, delicatessen stores, and "other food stores" not elsewhere classified.

6/ Less than one-half of one percent.

7/ Management operating 3 stores or less.

8/ Management operating 4 or more stores.

Table 15.--Regional distribution of various meats purchased by retailers for the week of October 17-23, 1955 1/

Region	Kind of meat							Total
	Beef	Pork	Poultry	Processed:	Veal	Lamb		
		Fresh	Cured	meat 2/				all meats
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
United States.....	157,000	58,100	47,200	45,000	33,000	21,500	12,200	373,900
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Regions								
Northeast.....	32	25	21	28	25	26	53	28
North Central.....	32	35	31	31	37	21	16	32
South.....	20	27	34	32	27	41	12	26
West.....	16	13	14	9	11	12	19	14
Total.....	100	100	100	100	100	100	100	100

1/ Each estimate has been independently rounded to the nearest hundred thousand from figures computed to the last digit; hence the sum of parts shown may differ slightly from totals shown. Percentages are based on unrounded numbers.

2/ Includes luncheon, sausage (other than fresh pork), variety, and other processed meats.



Table 16.--Volume of various meats purchased by retailers for the week of October 17-23, 1955, by store location and characteristics

Store location and characteristics	Total : all meats 1/	Kind of meat									
		Beef		Pork		Poultry		Processed : meat 2/		Veal	
		Percent	Percent	Fresh	Cured	Percent	Percent	Percent	Percent	Percent	Percent
	1,000 pounds										Total : all meat
United States.....	373,900	42	15	13	12	9	6	3	100		
Regions											
Northeast.....	107,100	46	14	9	12	8	5	6	100		
North Central.....	118,200	43	17	12	12	10	4	2	100		
South.....	97,300	33	16	16	15	9	9	2	100		
West.....	51,400	48	14	13	8	7	5	5	100		
Population density											
Large cities 3/.....	152,500	44	15	10	12	8	6	5	100		
Medium cities 4/.....	110,800	43	15	13	12	9	5	3	100		
Small cities, towns and rural areas 5/.....	110,700	39	17	15	12	10	6	1	100		
Kind of business											
Groceries with fresh meats..	315,900	41	16	13	12	9	6	3	100		
Meat markets.....	47,000	52	13	6	10	5	8	6	100		
Miscellaneous stores 6/.....	10,900	39	16	15	12	11	3	4	100		
Size of store											
Less than \$50,000.....	38,800	44	18	10	10	10	5	3	100		
\$50,000-99,999.....	44,000	47	16	9	10	9	6	3	100		
\$100,000-499,999.....	108,200	45	16	11	11	7	7	3	100		
\$500,000-999,999.....	56,000	40	15	15	13	8	6	3	100		
\$1,000,000 and over.....	127,100	39	14	15	14	9	5	4	100		
Type of management											
Independent 7/.....	215,100	47	16	10	10	8	6	3	100		
Chain 8/.....	158,800	36	15	16	15	10	5	3	100		

1/ Each estimate has been independently rounded to the nearest hundred thousand from figures computed to the last digit; hence, the sum of the parts shown may differ slightly from the totals shown. Percentages are based on unrounded numbers.

2/ Includes luncheon, sausage (other than fresh pork), variety, and other processed meats.

3/ 21 largest metropolitan areas.

4/ Other counties and metropolitan areas over 100,000 population.

5/ Other counties 100,000 population and under.

6/ General stores, fish markets, delicatessen stores, and "other food stores" not elsewhere classified.

7/ Management operating 3 stores or less.

8/ Management operating 4 or more stores.

Table 17.--Distribution of retail stores selling lamb only, mutton only, or both lamb and mutton, by store location and characteristics 1/

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Store location and characteristics	Stores selling							
	Lamb only		Mutton only		Both lamb and mutton		Total	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<b>Regions</b>								
Northeast.....	39,800		200		1,400		41,400	
North Central.....	20,900		100		1,100		22,100	
South.....	12,400		1,000		1,100		14,500	
West.....	11,000		100		1,300		12,500	
Total.....	84,100		1,400		4,900		90,500	
<b>City size</b>								
Large cities 2/.....	40,600		200		1,900		42,700	
Medium cities 3/.....	25,700		100		1,300		27,000	
Small cities, towns, and rural areas 4/.....	17,900		1,000		1,800		20,800	
Total.....	84,100		1,400		4,900		90,500	
<b>Kind of business</b>								
Groceries, with fresh meats.....	68,300		1,300		3,300		73,000	
Meat markets.....	14,900		5/		1,200		16,100	
Miscellaneous stores 6/.....	900		5/		400		1,300	
Total.....	84,100		1,400		4,900		90,500	
<b>Size of store</b>								
Less than \$50,000.....	24,500		400		1,200		26,100	
\$50,000-99,999.....	20,300		500		1,100		21,800	
\$100,000-499,999.....	26,400		400		1,300		28,100	
\$500,000-999,999.....	6,400		5/		700		7,100	
\$1,000,000 and over.....	6,500		5/		800		7,300	
Total.....	84,100		1,400		4,900		90,500	
<b>Type of management</b>								
Independent 8/.....	70,300		1,300		3,600		75,200	
Chain 2/.....	13,800		200		1,300		15,300	
Total.....	84,100		1,400		4,900		90,500	

1/ Each estimate has been independently rounded to the nearest hundred from figures computed to the last digit; hence, the sum of parts shown may differ slightly from the totals shown. Percentages are based on unrounded numbers.

2/ 21 largest metropolitan areas.

3/ Other counties and metropolitan areas over 100,000 population.

4/ Other counties 100,000 population and under.

5/ Less than 100 stores.

6/ General stores, fish markets, delicatessen stores, and "other food stores" not elsewhere classified.

7/ Less than one-half of one percent.

8/ Management operating 3 stores or less.

9/ Management operating 4 or more stores.











